

Electrical

AUGUST • 1957

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Merchandising



In this issue
**A KITCHEN DEALER
NEEDS FIVE TECHNIQUES**



IS PRE-SELLING

(HEAVY NATIONAL ADVERTISING)

***the answer to
satisfactory
Dealer Profits?***

More and more dealers are finding out that it is not!

Unless a dealer is given adequate market protection, he cannot reap full benefit from the money he spends for local promotion.

And— unless he has product dependability, his profits are eaten away by high service costs.

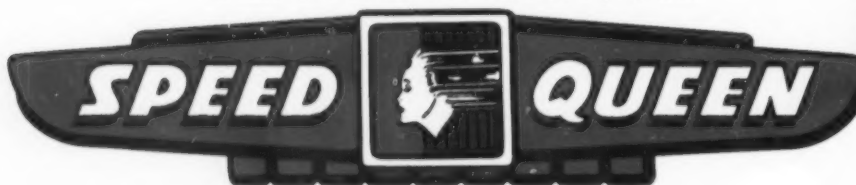
Speed Queen goes to the heart of the problem by making dealer NET profits the backbone of its entire merchandising, sales and advertising program.

The fact that Speed Queen sales are UP while industry sales are DOWN — and that so many dealers are switching to Speed Queen — would indicate that our policy of close dealer cooperation to protect profits is on the right track.



The exclusive Model 91 with Stainless Steel Tub — guaranteed for a lifetime

SPEED QUEEN
a division of McGraw-Edison Co., Ripon, Wis.



FAMED FOR DEPENDABILITY

McGraw
EDISON

Electrical Merchandising

A
McGraw-Hill
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Contents • August, 1957

| | |
|---|----|
| Trends | 5 |
| Trends—Region by Region..... | 9 |
| Mort Farr Says: <i>Give Your Store a Personality</i> | 31 |
| Economic Currents.....By the McGraw-Hill Dept. of Economics | 34 |

| | |
|--|----|
| A Kitchen Dealer Needs Five Techniques..By Howard J. Emerson | 61 |
| The Combination Washer-Dryer—New Star in the Laundry By Anna A. Noone | 68 |
| This Growing Soap Business.....By Tom F. Blackburn | 72 |
| 30 Percent or Better.....By John A. Richards | 73 |
| How to Salvage the Over-Extended Customer..... | 76 |
| Air-Conditioning Row.....By Fred A. Greene | 77 |
| TV Service on the Fly..... | 80 |
| Selling Tape Recorders—Demonstrations Sell 350 a Year for a Specialist....By Bill McGuire | 82 |
| Major Appliance Service: Repairing Vacuum Cleaners By Percy T. Brockwell, Jr. | 86 |

| | |
|---|-----|
| Electric Appliance News—New Products..... | 129 |
| News—Trade Report | 163 |
| Chicago Markets Pictures | 168 |
| Atlantic City Housewares Show Pictures..... | 174 |
| Scheduled Meetings | 170 |

EDITORIAL: *The Great Shakeout—1950-1957*

Facing Inside Back Cover

Vol. 89, No. 8



ELECTRICAL MERCHANDISING



August, 1957

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WW

WAIT

till you see the **ENGINEERING** . . . it's the
GREATEST design advance, inside and out!

WAIT

till you see the **STYLING** . . . it's the FRESHEST
look in a decade!

IT'S A LOOK...IT'S AN IDEA...IT'S A TREND...IT'S DYNAMITE

WESTINGHOUSE ELECTRIC CORPORATION • MAJOR APPLIANCE DIVISION • MANSFIELD, OHIO

WAIT

WAIT

till you see the **BUILT-IN LOOK**... it's the HOTTEST idea since living went electric!

THAT EXPLODES INTO SALES!



WAIT

till you see the **SHAPE OF TOMORROW** from Westinghouse

Watch for it... wait for it...

See the big announcement in the September issue.

YOU CAN BE SURE... IF IT'S **Westinghouse**

TWO TOASTMASTER BONUS OFFERS



FREE!

THIS NEW \$18⁹⁵ TOASTER WITH PURCHASE OF ANY 12 TOASTMASTER APPLIANCES!

- * You make \$18.95 profit on the free 1B24 Toaster!
- * You get a bonus of \$12.79 extra profit... or
- * You make \$1.07 extra profit on each of 12 Toastmaster Appliances!

Here's an offer that spells EXTRA PROFITS, no matter how you look at it! The newest toaster in the Toastmaster line—officially announced just a few days ago—and we're giving it to you absolutely free when you buy any 12 Toastmaster Appliances!

The new 1B24 Toastmaster Toaster is a classic of smart new contemporary styling... sleek low black handles... with the same sound engineering and heat control that have sold millions of Toastmaster Toasters! It's the newest entry in the famous Toastmaster line—quality appliances with a full profit margin! And this smashing Bonus Offer gives you a chance to get your fall selection of Toastmaster Appliances—the selection best suited to your own individual market—at a big extra profit to you! Call your distributor today!



MODEL 1B24
\$18⁹⁵
Retail



62% OFF!

THIS \$19⁹⁵ TOASTMASTER AUTOMATIC FRY PAN ONLY \$7⁵⁰ WITH PURCHASE OF ANY 6 TOASTMASTER APPLIANCES!

- * You make \$12.45 profit (62%) on fry pan at this special price!
- * You get a bonus of \$5.06 extra profit... or
- * You make \$.72 extra profit on each of 7 Toastmaster Appliances!



MODEL 8A1
\$19⁹⁵
Retail
Matching vented aluminum cover, \$3.00

*Note: Model 1B14 Toasters, Fry Pan Covers, and Heater Models 8A1 and 9B1 cannot be included or counted as units for the above Bonus Offers. Bonus Offers may be withdrawn at any time at our option.

Another tremendous extra-profit opportunity for your fall buying! If you act quickly, you can get this 11-inch Toastmaster Automatic Fry Pan—retailing for \$19.95—for only \$7.50 with your purchase of any 6 Toastmaster Appliances!

Order any 6 appliances you prefer—the ones you know will move best in your particular market. You know the Automatic Fry Pan will move fast—it's the only fry pan that lets you sell the precision heat controls for which Toastmaster is famous! Don't wait—order now. Feature the new, bigger, famous-for-quality Toastmaster line! You're going to make money with Toastmaster—and you'll make even more when you take advantage of this big extra-profit Bonus Offer!

Call your **TOASTMASTER** distributor... *NOW!*

"TOASTMASTER" is a registered trademark of McGraw-Edison Company, Elgin, Ill., and Oakville, Ont.

TOASTMASTER DIVISION



McGRAW-EDISON COMPANY



New Steam and Dry Iron, \$16.95 retail



New Automatic Coffee Maker, \$29.95 retail



New Automatic Dry Iron, \$11.95 retail



Powermatic Toasters, 2 slice, \$28.50; 3 slice, \$39.50 retail



Automatic Toasters, 4 models, \$15.95 to \$23.00 retail



Automatic Grill & Waffle Baker, \$34.95 retail



Automatic Waffle Baker, \$21.95 retail

| Business Quick-Check | Latest Month | Preceding Month | Year Ago | THE YEAR SO FAR |
|--|---------------------|------------------------|-----------------|------------------------|
| SALES , factory, appl.-radio-TV index (1947-'49 = 100) | 139 | 146 | 162 | 14.9% DOWN |
| DEBT consumers owe to appl.-radio-TV dlrs. (\$millions) | 356 | 354 | 351 | 0.3% MORE |
| FAILURES of appl.-radio-TV dealers | 29 | 47 | 28 | 49.1% MORE |
| RETAIL SALES total (\$billions) | 16.4 | 16.3 | 15.7 | 5.3% UP |
| DEPT. STORE sales index (1947-'49 = 100) | 127 | 125 | 124 | 2.5% UP |
| DISPOSABLE INCOME annual rate (\$billions) | 299.7* | 295.5* | 285.8* | 5.3% UP |
| LIVING COST index (1947-'49 = 100) | 119.6 | 119.3 | 115.4 | 3.6% UP |
| SAVINGS of consumers, annual rate (\$billions) | 21.9* | 18.9* | 20.8* | 8.5% UP |
| HOUSING starts (thousands) | 97.0 | 102.0 | 107.4 | 13.7% DOWN |
| AUTO output (thousands) | 500.3 | 531.4 | 430.4 | 5.7% UP |
| UNEMPLOYMENT (thousands) | 3,337* | 2,715* | — | — |

(Sources, in order: FRB, FRB, Dun & Bradstreet, Dept. of Commerce, FRB, Dept. of Commerce, Bur. Labor Statistics, Council Econ. Advisors, BLS, Ward's Auto Reports, Census Bureau) *New Series — No Comparison Available

TRENDS

Two things stood out at last month's Music Show.

By far the most obvious was the phenomenal interest in high fidelity—an interest so intense that some people are beginning to be a little worried that the industry will lose its head with hi-fi just as it once did with television.

The second is a definite feeling that TV business will improve in the second half. A certain amount of this, of course, may be the result of looking ahead through rose-colored glasses but a number of manufacturers have specific reasons for feeling that TV's momentum will begin picking up this fall.

How much momentum can we expect? One of those ready with a specific prediction was Motorola's Ed Taylor who says that 4.5 million sets will be sold in the final six months of the year. That would mean total annual sales of about seven million.

One reason for optimism is the shift in emphasis to bigger portables. The tide seems to have turned heavily in favor of 17-inch sets which provide a better unit of sale and a better discount than the low-priced, small-screen sets which have pre-occupied the industry for the past 18 months.

Another reason for optimism is the whittling down of industry inventory. On the basis of inventory figures alone the industry is in a very healthy position to strike out for fall business.

This does not mean that you can necessarily expect an immediate wave of dealer buying. One big manufacturer says he doesn't expect much dealer ordering until Labor Day. He reasons that dealers are fully aware of what's been going on in the industry and

have no worry over being caught short of merchandise. So they may well hold off ordering. But for the fall as a whole this same manufacturer expects very good TV business.

As far as hi-fi is concerned, "very good" is much too conservative in describing what's expected this fall. Interest at all levels of the trade is intense. At several distributor conventions high fidelity merchandise has literally stolen the show from the TV lines which normally would have occupied the spotlight.

And business is measuring up to initial enthusiasm. One big manufacturer tells us that one month's current business just about equals his annual volume in hi-fi for 1955. Another predicts a 60 percent increase in phono sales for this year.

But this sudden popularity has some people just a little worried. One manufacturer puts it this way: "Sure, it's a windfall right now, but the potential for overproduction is there just as it was with TV. A lot of people are looking to hi-fi to make up for the volume they've lost this year in TV. If we don't approach this market intelligently it will wind up just like the TV business did."

This word of caution may be well taken, but last month in Chicago few people were willing to listen to anything conservative about hi-fi. The business was headed for a boom and everybody was climbing aboard.

Now the electric housewares industry can begin worrying about "full lines".

The major appliance business has been concerned with that
(Continued on page 6)

Famed Flavo-matics spark sales!

matching
coffee service
in

lasting chrome



| INDIVIDUAL FLAVO-MATICS | | |
|-------------------------|----------|----------|
| | 2-5 cup | 6-8 cup |
| gleaming chrome | \$17.50* | \$18.95* |
| copper color | \$12.95* | \$13.95* |
| polished aluminum | \$11.50* | \$12.95* |

WEST BEND

Flavo-matic

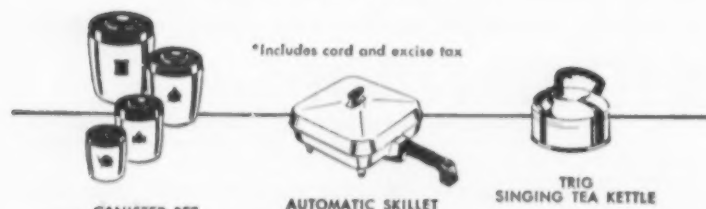
FULLY AUTOMATIC COFFEE MAKERS

Unequaled coffee flavor brewed in coffee makers unmatched for beauty! West Bend's 6 to 8 and 2 to 5 cup gleaming chrome Flavo-matics keep their brilliant lustre and enhance the finest table service. All Flavo-matics have no-drip spouts.

Correct timing and just-right temperature control assure gentle perking that makes delicious coffee automatically! The exclusive Flavo-matic method extracts only the true, delicate coffee flavor. The flavor is never sacrificed for speed . . .

the coffee never burned or underperked. The two Flavo-matics are a complete automatic coffee making service for brewing 2 to 13 cups or more of delicious coffee . . . the right amount for most home occasions.

WEST BEND ALUMINUM CO.
DEPT. 188 WEST BEND, WISCONSIN



FAMOUS WEST BEND GIFTS FOR THE HOME

TRENDS (continued)

problem for some months now but it wasn't until the recent Atlantic City Housewares Show that it became really clear that a similar process is taking place with small appliances.

There was a significant broadening out of lines at this year's show. Some firms added merchandise they had never marketed before. Others picked up lines they had dropped some time ago. A random sampling is evidence enough. G-E has added a floor polisher. Hamilton Beach has cleaners again. The same firm has added a blanket line. Westinghouse has heaters.

Lines are expanding in still another way. The examples cited above cover situations where familiar products are being added. But the whole field of electric housewares is growing with the addition of new products. The move toward master-control units continues to accelerate. A number of firms showed the so-called "probes" which can be used to automatically control a variety of cooking appliances. Perhaps significant, too, was the introduction of electric can-openers by at least four firms.

It's not absolutely clear yet whether such line expansion will mean marketing headaches. But it could. Distributors may want to trim the number of lines they carry if the merchandise embraced by individual lines grows too much. It's conceivable that the specialty manufacturer will also find himself in something of a squeeze for distributive facilities because of the expansion.

Is it time for a "new view" of color TV?

At its distributor convention last month Motorola officials suggested just that to their distributors. Instead of considering color as a separate line, Motorola will market its two color sets as the "top" of its full TV line.

This point of view has some advantages for a firm like Motorola. Officials frankly don't expect color to mushroom this fall. But the company has always done between eight and 12 percent of its unit volume in "top of the line" categories. So in considering color as a part of this market they can point to an impressive potential and can forestall talk of limited prospects for color. In addition, such a concept may encourage step-up selling.

A furniture man who walked through last month's Music Show spotted a trend which he thinks might possibly cause some headaches for hi-fi makers in the months ahead.

Most cabinets shown in Chicago featured high-gloss, "piano" finishes. This was particularly true of imported merchandise (where such a finish has become almost a trademark). What disturbed the furniture man was that at recent furniture shows a trend away from such finishes and toward a considerably less glossy, "oil" finish has begun to be apparent. The furniture man's objection: hi-fi makers may be falling behind furniture styling.

A familiar feature has returned to the pages of ELECTRICAL MERCHANDISING. On page 189 of this issue you will find estimates of industry shipments for a number of major appliances. The figures published this month cover five month shipments and comparable figures for succeeding months will be published in future issues.

End

NOW...2 CLEANERS IN 1

Millions of prospects will read all about the NEW HOOVER CONVERTIBLE in ads like this (all in 4 color). A simple demonstration of these unusual cleaning features will turn many of these prospects into customers. This means high unit sales for you. Contact your Hoover representative now.



New Hoover Convertible

The Cleaner with the Automatic Shift!

Low gear
for carpets

High gear for
everything else

.....**Shift!**.....



New Hoover Convertible is actually two cleaners in one

Fastest and cleanest pickup of all!

Long, low and rarin' to go! Now, from Hoover, comes a new kind of cleaner—the *Convertible*. Its new two-speed motor with Automatic Shift makes it the most complete cleaner that ever came down the carpet.

Frisky and free-wheeling, the new Hoover *Convertible* races over carpets—yet does a job no cleaner short of a Hoover can match. Gets the deep-down dirt other cleaners can't get because *it beats, as it sweeps, as it cleans.*

How Automatic Shift works—Just click in the converter, and the big motor automatically shifts into high. Presto!... an extra burst of power for straight-suction cleaning—50% more than ever before. With new rear connection, the cleaner follows you as you clean. Exclusive double-stretch hose.

To get cleaning over with faster, and do it better, get the cleaner with the Automatic Shift—the new Hoover *Convertible*. Complete with accessories—\$132.90.

HOOVER. FINE APPLIANCES

... around the house, around the world



To guarantee lasting beauty and longer wear...

Hotpoint REFRIGERATORS

feature more ALUMINUM!

and Hotpoint ALUMINUM

adds more strength to your sales story!

ALUMINUM FREEZER LINERS

with four times the conduction
power of steel.

ALUMINUM ICE TRAYS

faster freezing, assures ample
supply of ice cubes—always.

ALUMINUM ICE TRAY SHELVES

special rack of aluminum assures
maximum cold conduction.

ALUMINUM REFRIGERATOR SHELVES

rod-type, rust-free, aluminum shelves
glide in or out, adjust up or down.

ALUMINUM SCUFF PLATES

extra beauty, extra strength—
more proof of Hotpoint's
top-to-bottom quality.

ALUMINUM COLD COIL SYSTEM

refrigerates fresh foods at proper humidity,
adds beauty and distinction.

ALUMINUM DOOR SHELVES

extra strong, extra deep—put jars, baby
bottles, soft drinks at finger tips.

ALUMINUM DAIRY-STOR FRONTS

with aluminum egg shelf that has
removable insert for cleaning ease.

ALUMINUM CRISPER TRIM

beauty and durability—a shining example
of Hotpoint Out-Front design.

ALUMINUM DOOR PANELS

with brushed finish—emphasizes Hotpoint's
greater use of strong, easy-to-clean,
beautiful aluminum.



The difference your customers see is the difference you can sell! Let Hotpoint's generous use of ALUMINUM give your Refrigerator sales a brighter outlook. Your Hotpoint Distributor has all the facts, including many dramatic sales-clinching demonstrations. See him today!

look to Hotpoint for the finest...first!

Refrigerators • Food Freezers • Air Conditioners • Electric Ranges • Automatic Washers • Clothes Dryers • Customline • Dishwashers • Disposals® • Water Heaters • Television
HOTPOINT CO. (A Division of General Electric Company), CHICAGO 44

TRENDS

REGION BY REGION

... in the EAST

By Robert W. Armstrong



Weather's fits and starts hurt room cooler sales . . . TV defies seasonal slump . . . June-July volume sets no records. . . Refrigerators gain

MODERN version of the Faust legend has it that a New York City appliance dealer, stuck with a big inventory of air conditioners, offered the usual bargain with the devil if he would just provide a couple of weeks of sticky hot weather. To which Satan replied that there were two reasons why he couldn't oblige: (1) he wasn't interested in keeping people cool and (2) anybody in the appliance business no longer had a soul to sell.

Which is to say that the air conditioning business hasn't been so hot.

In the light of the weather's vagaries, it hasn't been as bad as it might have been, either, and, according to some New York dealers and distributors, volume has pretty well kept pace with 1956.

One exceptional New Yorker, who marked up a 33 percent increase in his room cooler sales, attributed all of it to pre-season activity and said, "We did less business since the end of May than in the same period last year."

Most New York dealers report air conditioner sales as "about the same as last year" or say they are "holding our own." Not so sanguine is a chain store executive who declared in mid-July that the air conditioning season was already over and said, "Dealers better start disposing of their floor samples; otherwise they'll get caught with them." While he thinks more inventory will be carried over this year than last he also believes that distributors will get stuck with the bulk of the units. Another retailer agrees that carryover stocks will be big, but adds that liberal return privileges will mean that few dealers will get stuck and that leftover units will reappear in 1958 as pre-season specials. A third merchant reports air conditioner sales even with 1956, but says, "We've been cleaned out of fans twice. Our fan business is ahead of last year by eight percent."

Washington dealers got a run on air conditioners during the late June hot spell, but as soon as

weather cooled so did sales. As a result, most of them were inclined to agree with the New York chain store man who said the season was over.

Boston, oddly enough, was reported as a good air conditioner market from mid-June to mid-July and so was Albany, N. Y.—where air conditioners have never been particularly strong. However, a good season is relative. In Albany if a big dealer sells 30 to 50 air conditioners and/or 75 fans he's having an unusual year.

Philadelphia, where air conditioners are expected to sell, has no glowing reports to make. As one dealer puts it, "There were 10 good days in June when just about everything went—air conditioners, refrigerators, washers. As for early July—you can write it off as worthless." This retailer got rid of his '56 models and a few '57 units, but says, "The market fluctuates too much to put in any kind of inventory. The 100 percent returnable feature on this year's line has been a blessing in one way—there isn't the urge to cut the bottom out of '57 prices when you know you can return them instead of having to almost give them away."

The strength of television is this summer's big surprise. Traditionally, June should be just about the worst month of the year, accounting for no more than six percent of the year's sales. But dealers from all over the East are reporting that, despite half-hearted gains by refrigerators, slumps by dryers and halting progress by washers, TV is doing exceptionally well—and not always just portable models. As one Philadelphian puts it, "Big-ticket black-and-white TV has picked up considerably. We got rid of nearly all our '57 stuff. Portables also have been moving well, though not so briskly as earlier in the year. We sold four color sets last week." And from Buffalo a dealer who says refrigeration and washers have been his best sellers adds that "we are still moving television, selling portables right along." Another in the same area says, "Our refrigerator sales are ahead of last year, air conditioners are selling in spurts and TV is holding up well—with the average sale over \$300."

One Boston distributor discovered, somewhat to his own surprise, that when somebody slipped up and sent him consoles instead of portables he was able to sell them. As a result, his overall sales for June were up 40 percent despite a five percent decline in appliance volume.

June and early July business on the whole was about what June-July business usually is—unexciting. Several retailers got some small gains in overall volume, but few could report any increase in profits. One Bostonian claimed that "business increased two percent over a year ago" and attributed some of it to steady TV sales and a 10 percent gain by small appliances. A Buffalo merchant says, "I would describe current business as fair but not good. It is a little better than June however." Another reports that "July has

started out better than June. Refrigeration is the big seller right now. We are moving some laundry equipment. Ranges are just fair." Washington retailers say refrigerator sales are up, laundry equipment spasmodic, ranges slow.

Sidelights on the marketing scene. . . . General discounting has finally hit the Albany area and one observer says "most dealers are stumped as to what to do about discounters or are making feeble stabs at countering them." . . . Another Washington discount house has closed its doors and several stores have been abandoned by another. . . . Boston's death struggle between department stores and discount houses is still squeezing all dealers because consumers use the department store ads for comparison shopping and caught-in-the-middle retailers are looking for lines that department stores don't handle or are diversifying into photographic equipment, music and hobby supplies. . . . A Boston dealer refuses to handle built-in appliances because "we don't want to compete with builders and manufacturers." . . . A Philadelphian's key to success amidst chaos: "Beating the bushes, ringing doorbells, even advertising doesn't seem to do the trick. It has come down to salesmanship right in the store. You've got to know your product and show your customer what she is getting for her money in value from the product. Customers are getting more value conscious all the time."

... in the MID-WEST

By Tom F. Blackburn



Chicago approves quick-recovery water heaters . . . Hot spell finds dealers low on air conditioners . . . Routemen reveal most popular premiums

PROPOSAL of Commonwealth Edison to establish a new rate for uncontrolled electric water heating services is one of the things that indicate the change taking place in this field. A charge of 1.5¢ per kw-hr for water heating on a 24-hour day basis is the idea. The rate revision is to enable housewives to take advantage of more compact, quick-recovery water heaters. These new

(Continued on page 10)

TRENDS REGION BY REGION

appliances replenish hot water after draw-offs at a faster rate, giving more efficient service from a small sized tank.

ISI indicates that the new 40-gal. heaters with two 4,500-watt heating elements are capable of meeting the requirements of home owners, including those with automatic dish and clothes washers. Today, the idea seems to be to buy a water heater that keeps pace with the automatic washer instead of one that keeps in step with the family bathtub.

The Commonwealth Edison idea is to bill for water heating service on a "floating block" principle, which would be established as two-thirds of a customer's total electric usage in excess of 100 kw-hrs.

There is a change in selling water heaters, too. One Middle West dealer came up with the idea of selling recovery and not capacity. The idea is that the customer is interested in getting a heater that will give him all the hot water he needs when he wants it.

The attempts on the part of room cooler manufacturers to find out in advance just when it is going to be hot seem to be a futile undertaking.

On bended knee they beg distributors, and distributors beg dealers, to stock up for the hot weather ahead, but every year—and this one was no exception—sees a last minute rush for room coolers just when the hot weather arrives.

Dealers in Chicago were driving their trucks into the distributors to pick up merchandise when the heat wave hit the Windy City this year. Polk Brothers, who set up for such occurrences, was said to have moved more than 500 coolers in a two-day period. Distributors said that the 1½ and 2 hp room coolers were in short supply at the beginning of the season because most people figure that if they are going to spend money for a room cooler they had better get one that is big enough. Casement coolers were also short; the ¾ hp size continues as the standard of the market.

On the price level, the carryover units of past years, which were usually sold out at around \$165 to \$185 continues to affect the advertised price.

One manufacturer of a complete line offered a plan by which dealers can exchange some of their stock of unsold air conditioners for other appliances, because the small dealer, with a big stock, is actually stuck if he has a cool season. R. Cooper, Jr. in Chicago, with a buy-back plan has cleaned up for a couple of years on the strength of this take-'em-off-your-hands if there is no market. New this year was the "health appeal" offered by Mitchell Manufacturing. It was based around the fact that 50 to 60 percent of the blood pumped by the heart is diverted to surface cooling and as a result, the heart beats faster when the temperature rises. At 90 degrees the heart must work seven to ten times as hard as at more normal temperatures in the 70's. This lifting the load on the heart, plus cleaning the air of 90 percent of the pollen and dust, is a sizable appeal.

Promotion of the month on room coolers was by a dealer who had scantily clad females parade in front of a store with signs reading "On strike against hot weather. We're buying Whirlpool air conditioners."

The electric fan business also started off slowly in Chicago this year. By the middle of June they weren't moving because of the cool weather and of the public's inability to foresee that eventually it would get hot.

As one storekeeper said, "Our sales don't seem to be governed by price at all. It's the weather. It doesn't matter even if we have hot days, if the nights are cool. It takes a hot evening to get going."

Large size fans, at \$39.95 to \$49.95, get the play when things get hot. Some stores reported having at least 25 percent of last year's fans on hand this year.

In its new Chicago store, Crittenton, Inc., is building a color television theater about 100 feet long. The idea is to permit people to come in and soak up color TV demonstrations, and get the feel of it. It will also be used for a demonstration room and be lent out for women's club meetings.

M. W. Crittenton said that his store is taking on outboard motors and photographic equipment. It is expanding its phonograph record department on a self-service basis. While this store will keep away from white goods, it is going to sell room coolers and electric household items.

Not many dealers have figured out why electric frying pans are selling so well. They go to the family with small space for cooking. The 12-inch size is the popular model at the present moment. A 12-inch pan will hold a lot of food and can cook it anywhere.

Possibly this is the reason that Polk Brothers in Chicago have been advertising an electric skillet at least twice a month since last year. Spokesmen for the store say up to 500 to 1,000 skillet sales result from a single afternoon advertisement. Of course, Polk Brothers offer the skillets at a drop in price, \$9.95, but it is the use the housewife finds for an electric skillet that makes her want it.

What house-to-house men are selling. Operating all over the country are tea and coffee route-men who sell groceries and other items, delivered to the back doors of their customers. Basic idea is to give the customer some luxury item for so many purchases, the idea being to keep the customer in line.

Appliance retailers can learn by watching the premiums there route-men favor, as an index of what the public really wants. At the recent Chicago convention of the National Retail Tea & Coffee Merchants Association, it was revealed that food choppers, ice crushers, automatic timers and kitchen radios were favorites.

When members of the National Radio-TV Dealers Association meet, somebody sometimes comes up with a new idea for operating. Carroll D. McMullin of D. V. Television, Toledo, Ohio, told members at a regional meeting how he had been selling used merchandise with a coin meter plan. The meter calls for 50¢ a day and collections are made by part-time employees working on a 6 percent commission basis. Collections are made between 4 and 9 pm, and the scheme works out very nicely with used appliances. The firm's experience covers more than 2,000 meter accounts on both new and used models.

... in the
SOUTH
WEST



By Fred A. Greene

Air conditioner sales rise with the temperature . . . white goods make small gains . . . utility reports show stable business.

SOARING temperatures the first two weeks of July proved to be a boon to air conditioning sales—for the moment, anyway. Most dealers have their fingers crossed. They had only the June record to go by and in nearly every instance it was a poor one. If the searing temperatures—Dallas has had over 100 degrees as a steady diet since early July—continue, total 1957 sales may turn out to be good.

As is always the case, however, there are exceptions. An Arkansas distributor reported his sales ahead of a year ago and that he has made a profit for the first time in three years. In Oklahoma City, a supplier says his sales started picking up on June 29 and dealers are trying to gross \$50 per unit as compared to \$30 in 1956.

Air conditioner prices as a whole are not good. Daily newspaper ads show "special deals" far too frequently and the price situation is not at all healthy. One reason, obviously, is that several dealers overbought and the long cool spell found them sitting atop a big stack of air conditioners. The result: price cutting. This is apparent from the overwhelming reports of low prices and low profits.

With the daily diet of hot weather up to this writing, the situation may change. Time is the only thing that will tell.

June appliance sales showed improvement—not much, but enough to offer some hopes for a big fall upswing in business. Several dealers and distributors are looking for good sales, but the majority agree that it depends both on the weather and the general public's buying mood.

Speaking of the weather as a factor in overall sales, the Oklahoma outlook according to Tulsa and Oklahoma City sources is not good. Flood and crop losses, particularly wheat, are said to be responsible for considerable loss in the state's buying power. Another factor is the drop in oil production—a big economy item in Oklahoma's daily life. Crop losses are hurting in Arkansas, too, and in some sections of Texas ravaged by floods.

Refrigerators and laundry equipment led the way in white goods movement in the Southwest, though overall sales were deemed just fair. TV

(Continued on page 12)

Who SAYS I'm not interested in a buy and sell agreement ?

"Sure I am! Every guy ought to be
interested in the future of his dad's
business!"

Whether you are owner, partner,
stockholder or key executive, the future
of your business — and your family — may
well depend upon a sound buy and sell
agreement secured by an adequate business
life insurance plan.

Death can bring financial chaos to any
business — and extreme hardship to the
families involved.

An Aetna Life Representative will be
pleased to work with you, your lawyer and
accountant in setting up a properly insured
plan to provide in advance for the smooth
and orderly transfer of your business.

ÆTNA BUSINESS LIFE INSURANCE PLANS ARE SPECIALLY DESIGNED . . .

- To protect PARTNERSHIPS against liquidation or reorganization.
- To protect SOLE PROPRIETORSHIPS for heirs or
selected employees.
- To protect CLOSE CORPORATIONS from forced reorganization.
- To cover the loss of a KEY MAN in any organization.

**Add Life to your Business with
Ætina Business Life Insurance**

ÆTNA LIFE INSURANCE COMPANY

Affiliates:

ÆTNA CASUALTY AND SURETY COMPANY
STANDARD FIRE INSURANCE COMPANY
Hartford, Conn.



Ætina Life Insurance Company
Hartford 15, Connecticut

Gentlemen:

Please send me a copy of your new booklet "Will This Man Take
Your Business With Him When He Dies?"

Name _____
Address _____



TRENDS REGION BY REGION

continues to be a slow moving item, with portables and lower priced consoles top sellers.

While utility reports are not entirely up to date, initial reports from dealers and distributors are, on the whole, fair. Gains are not great in any category, but then neither are drops in sales as compared to a year ago. One utility, Southwest Public Service Co. of Amarillo, reported that May sales by dealers were 19 percent over the corresponding period a year ago, ending a slump from early in the year. April 1957 sales were up 15 percent. In Beaumont, Gulf State Utilities' promotion manager Vic Gayle says "new peaks are being reached every day" by dealers in the utility's area. Even a damaging hurricane, Gayle adds, won't appreciably affect business. New industry moves in daily and should take up some of the slack in spite of heavy crop and other losses.

An interesting side note to today's business is what one distributor has to say about a soft market, particularly in the Dallas-Fort Worth area. In both cities he tried a promotion that went over big in several sections of the country and in a few Texas cities. It flopped in Dallas and Fort Worth.

"Tight money," says he, "is the only reason I can think of. Seems that the Dallas-Fort Worth area is a little more believing of tight money reports and prospects are afraid to buy. It may be high interest rates or it may be they want to hold on to their money a while longer. I can't explain it, and it just seems to be confined to Dallas and Fort Worth. But that's my reason. The promotions were successful elsewhere and there's no other reason why they couldn't work here."

... in the SOUTH

Air conditioners, refrigerators lead the way to increased volume . . . Georgia makes biggest gain . . . TV continues strong in some areas

THE south is sunny once again—volumewise, at least. Generally, Dixieland dealers and distributors happily reported uptrending volume in June, with room air conditioners and refrigerators carrying most of the mail. The weather's been hot, beautifully hot.

Several dealers found enough volume in their six-month totals to indicate a pretty good year. Sad to say, volume and net aren't rising together. Each is going its own way, with net sometimes holding its own, more often falling off, as volume climbs. One Birmingham dealer ruefully eyed the widening gap between dollar sales and net, admitted this had been a trend in his business over the past five years.

In June, air conditioners moved best for this particular retailer. He brings the people in with a \$199.95 leader, then works his bread-and-butter sales in the up-to-\$250 class.

A Savannah dealer, for whom June volume ran 50% ahead of May, found \$250 to \$300 room coolers doing the most for him. Though he isn't pushing them, he's got \$199 leaders, too . . . of which he'd sold a total of one through the middle of July. An anemic net has this gentleman biting his nails also, and he sees nothing promising for the profit column until next year, "when maybe a man'll be able to put a dollar in the bank and call it his."

The single-line appliance department of a Chattanooga furniture store used a four-pronged hook to help boost June air conditioner sales about 40% over May. The store aimed a 3-ton conditioner at consumers angling to save a buck in both initial cost and operating expense; ballyhooed a 1-ton cooler for its attractive living-room styling; plugged a 14-ton unit for those out to cool a couple of rooms; and used a 2-tonner to lure customers with more cash to burn and three or four rooms to cool. A 1-ton model at \$198 led the pack.

Down in Miami, a potent chain operation was beating the drum for a 3-ton cooler at \$149, while selling plenty in the \$200-\$240 range, with reverse-cycle feature included at the higher price. A bit soft for this firm were white goods in general and washers in particular, while television was down. The chain is diversifying steadily, adding supplementary lines as fast as space becomes available. Power mowers, dinettes, barbecues, automobile air conditioning, cameras and typewriters are helping to keep the registers ringing. "Miami dealers are laughing at list," a company spokesman said, "and giving traffics away at 5% above cost."

He plans to keep a weather eye on the weather for the rest of the summer, move closely with it, because "you're going to sell a certain amount of the standard stuff come hell or high water, but the hot weather items—fans, refrigerators, air conditioners—can make the difference for you."

According to Federal Reserve Bank figures, Georgia showed its heels to the rest of the Southeast in May appliance sales, with a 20% bulge over May of 1956. Atlanta loused up the state-wide average somewhat by gaining only 6%. June was evidently picking up, though, as one of the city's key dealers reported a 33% jump over May, and termed June "the only good month we've had all year." Here again, refrigeration and air conditioning were the aces in the deck, though the pace of the latter was temporarily slowed by a 110-piece dump grabbed and marketed by an Atlanta department store when a local distributor suddenly became disenchanted with the appliance business.

Television was surprisingly strong in some areas, including Birmingham, Savannah, and especially Charlotte where one distributor termed it "red hot," said he'd moved more in June than in February-May put together. Much of this volume was a product of a \$5,000 easy-payment plan promotional package the distributor has dreamed up. The brass ring in the package is a six-day Puerto Rican holiday, and so far some 50 dealers have taken a flyer.

Chattanooga's TV market was tabbed "very poor." Seems it's the city's traditionally worst television quarter. And, as if that weren't enough, Chattanooga's television is seen as in the awkward stage—in its fourth year, with saturation high but no firm replacement market formed as yet.

Color TV has taken on no resemblance to hotcakes in the Southeast. Comments in this area ranged from "stinko" (Savannah) to "will stay slow until manufacturers feel like cooperating to put it over" (Birmingham). An Atlanta retailer recalls fondly that he sold 66 color pieces between September, 1956, and February, 1957—but it cost someone \$10,000 in co-op to do it. A persistent type, he's building a special color viewing room, and plans to hit it hard again in the fall. To him, color's "the salvation of the independent dealer."

Freezer volume is anything but slow in the South. Both dealers and distributors report strong sales, with one distributor moving "a car a week for the past six weeks." Dealers were able to pass most of these along at "close to list," he added, since next to no one has a freezer to trade. Fastest mover was an 18-cubic-foot model listing for \$399. Noting a 25-30% gain in freezer volume, another distributor laid it to his manufacturer's new pricing policy of nothing over \$400 and a leader at \$229 putting him "as nearly competitive with Sears as we've ever been."

... in the GREAT LAKES

Cold weather slows room cooler sales, but rain keeps laundry equipment on the move . . . Refrigerators fall below expectations, but TV keeps selling.

A CONSIDERABLE pickup in appliance sales was observed in parts of the Great Lakes region during the past six weeks.

The appliance picture in the Cleveland area looks somewhat brighter. A few Cleveland dealers say that June was an "excellent" month, while others reported sales for the same period as only "fair" or "holding steady". One dealer said his sales were two percent above the year ago month, with a better than 30 percent increase from the previous month.

Dealers and distributors in Cleveland started to do business in room air coolers in the middle of June when the temperature climbed to 93 in the Cleveland area and remained there for about a week. As soon as the mercury began dipping to a chilly 54 degrees in the evenings, activity in air conditioning began to slow down. Some dealers did manage to move quite a few units during the "hot spell". One Cleveland dealer said he sold enough air conditioners in two weeks to compensate for losses in other appliances during

(Continued on page 16)

it's **Quaker**

For VOLUME SALES & BIGGER PROFITS in 1957

Quaker offers a tremendous selection of models to meet the demand of every customer — at the right price! Line up with Quaker in '57 and see how fast it sells . . . at a *big profit* to you!

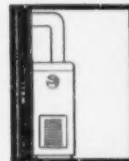
THE NEWEST, HOTTEST, MOST
COMPLETE LINE OF OIL AND GAS
HEATERS IN THE INDUSTRY!

NEW! *Quaker* Flush-to-Wall "SPACE SAVER" OIL HEATER DELIVERS RIGHT DOWN-TO-FLOOR LEVEL HEAT

Nothing like this "Space Saver" on the market today! Obsoletes all existing home heaters! Automatic operating "Warm Floor" blower—air flow adjustable to every comfort need. "Safe-T-Cool" cabinet design saves 50% on floor space. Advanced louver arrangement increases heat circulation.



Do your customers' heaters look like this?



What a difference "Space Saver" makes!



Model 64107.
Maximum capacity: 65,000 BTU per hour.
Height: 42" Width: 36" Depth: 30"

NEW! Invented Wall Gas Heater at **NEW!** LOW PRICE!

This new 28" "Cool Cabinet" Wall Gas Heater makes all free-standing heaters old-fashioned. Now in *two* sizes: the new 28" and the original 48". Years ahead design and selling features at remarkably low price. Sells on sight! Your customers save money — you make money!



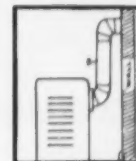
Model 5WC-250. Maximum capacity: 25,000 BTU per hour. Height: 28" Width: 20" Depth: 7"

ONLY *Quaker* HAS
THESE EXCLUSIVE FEATURES

- Hangs on wall like a picture
- 20-Year Guaranteed super-efficient "Deep Port" Burner
- 20-Year Guaranteed porcelain heating chamber
- Extra Cool Super-Safe cabinet
- Super Circulation



Quaker Wall Heater hangs on the wall



Ordinary heater wastes floor space

Quaker HAS MORE TO OFFER DEALERS!

1. Most complete oil and gas heater line in America.
2. A competitive, yet profitable price structure.
3. Hard-hitting local promotions keyed to your store.

QUAKER MANUFACTURING CO.
Heating Division of Florence Stove Co.
1147 Merchandise Mart, Chicago 54, Ill.

Quaker Manufacturing Company
Heating Division of Florence Stove Company
1147A Merchandise Mart, Chicago 54, Illinois

Send me the BIG PROFIT story on Quaker oil and gas heaters.

COMPANY _____
YOUR NAME _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

PHILCO OPENS A HOT WITH TV'S FIRST



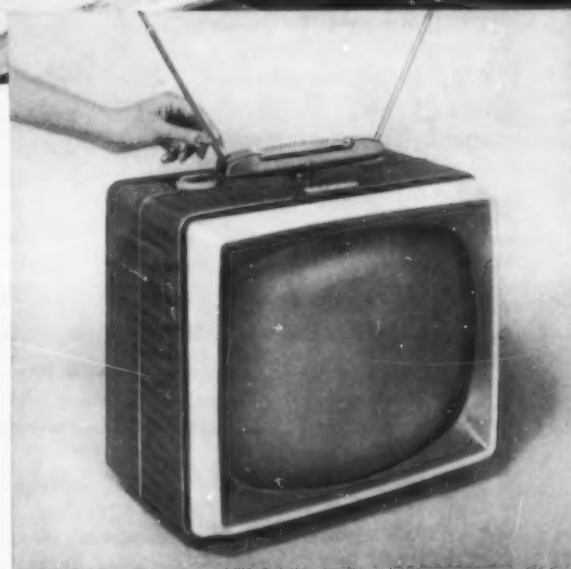
"SLENDER SEVENTEEN" TABLE SETS

NEW VOGUE IN TELEVIEWING...

Compact, powerful, tote-able TV is in big demand! And Philco's "Slender Seventeeners" give you all this plus the industry's newest concept, newest styling! No other set so completely fills the bill!

"SCAN-TENNA" PORTABLES, TOO...

When we add Philco's two-position, patent-applied-for "Scan-Tenna" carry handle to "Slender Seventeen," you have the greatest picture-pulling sales closer in the industry! The antenna hides in the handle, pulls out, rotates, locates strongest signal!

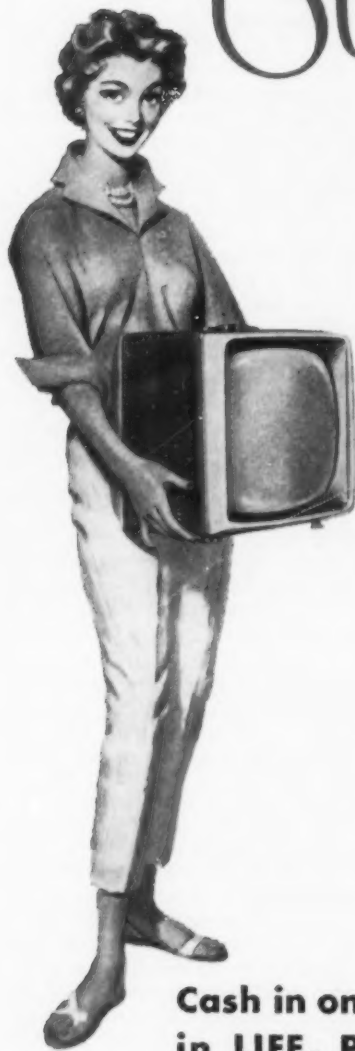


"SLENDER SEVENTEEN" PORTABLES

NEW MARKET FOR YOU EXCITING NEW LOOK!

PHILCO

Slender Seventeener



America's newest TV idea!

Right from the start, Philco "Slender Seventeener" was a standout! At its Forrest Theatre unveiling in Philadelphia, Philco Distributors gave it thunderous applause! At Open House Showings all over the country, dealers marveled. And at the Chicago market, dealers and competitors crowded around the "Slender Seventeener"!

Philco "Slender Seventeener" is completely new — complete — different inside and out. Designed for today's televiewing habits, it's lightweight and looks beautiful from any angle. And "Slender Seventeener" is packed with power — has a chassis powerful enough to produce a 21-inch picture!

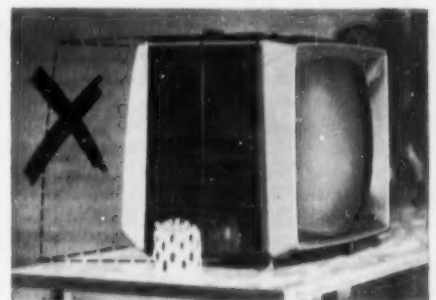
One look will convince you! Here, from Philco, is a new kind of TV with the sharpest-looking picture you've ever sold! Get in touch with success! Call your Philco Distributor NOW! Order your Philco "Slender Seventeener" Table Sets and Portables in glamorous new colors . . . even the leather look of alligator!

**Cash in on the big "Slender Seventeener" push
in LIFE, POST, newspapers, TV and radio!**

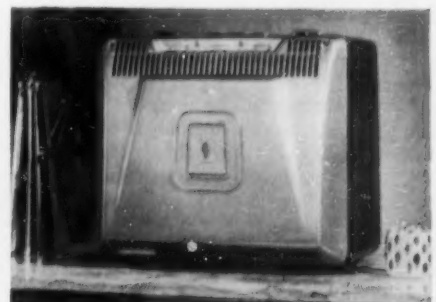
LOOK AHEAD . . . and you'll choose **PHILCO®**



Big 155-Square-Inch Picture!



Most Slender of All!



Even the Back Is Beautiful!

TRENDS REGION BY REGION

the first quarter of this year. Another said he sold 80 units so far, already twice as many as he sold last year.

Cleveland retailers who expected the sale of laundry equipment to taper off with the coming of summer, now report this item is topping all appliances. Weather conditions in those parts might well be considered the main reason this merchandise is not losing ground as a best seller. So far this year, Cleveland weathermen have recorded 24.02 inches of rain, 6.33 inches above normal. "My laundry equipment business has been terrific. Maybe it's because I firmly believe and convince my customers that the product I sell is one of the best on the market today", said one dealer. A number of dealers think the public is buying the 1957 models now in anticipation of higher prices in the new lines which are scheduled to hit the market shortly.

Range sales have been very poor and the outlook for future months looks gloomy. Dealers say this item is a "dead issue". This seems to be the general trend throughout the Cleveland area. Not one dealer reported that his sales in ranges were even fair. Retailers handling built-in ranges are doing a tremendous business and they foresee sales in built-ins continuing to flourish for many months to come.

The Cleveland Electric Illuminating Co., reports that built-in ranges show an increase of 100 percent, and also notes that two out of every three ranges going into new homes in that territory are built-ins.

Movement of refrigerators is slow and far below what dealers expected for the mid-summer market. Dealers and distributors all come up with the same answer—market saturation. A Cleveland distributor said: Outside of the "new look", manufacturers give them no incentive for promotion on refrigerators. He also said that the manufacturers will not give them the margin to do the things they would like to do on promoting this item. A dealer remarked that the few refrigerators he's sold have been the dual-temperature deluxe model.

Cleveland dealers and distributors are happiest over the way TV sets, both console and portables, have been moving in the past six months. Sales on this merchandise have jumped 70 percent ahead of last year at the same period. Most of these sales have been portables. A Cleveland distributor says that his TV sales have been extremely good. He attributes his growth in sales volume to the 21-inch Zenith Space Command TV set which has been on the market since a year ago June, and that orders were being written so fast for awhile that deliveries were lagging. To take up the slack, one dealer is doing nicely with a volume stretcher in the way of close-outs in TV sets. He is offering a 21-inch console model, which originally sold for \$250, for \$140. His figures show that he has sold 50 of these specials within a three week period.

Because of keen competition in the Cleveland area, dealers are finding it next to impossible to confine their sales to appliances only and remain solvent. So, many have taken on new lines for the summer, such as summer furniture, power mowers, barbecue grills and outboard motors. Dealers who have gone into this new type of merchandising for the summer season have been pleased by results of added volume and are for continuing on this basis in the future.

... in the FAR WEST

By Howard J. Emerson



Sales improvement stirs dealer optimism, but dealers find success in their own ways . . . TV picks up . . . Air conditioners head for big year

THINGS are better, much better, for most dealers in the Far West. A little bit better here, a little there, but enough to be encouraging to anyone in the industry who expects dealers to ride with an evolution rather than die with a bouquet of 1939 principles snugly reposing on their chests.

Dealers are making out better for a variety of individual reasons. In fact, there are many who say manufacturers and distributors should realize that no longer can their dealers join in general programs, each must chart his own course using the same materials. There are examples of distributors losing their most beloved dealers because they refuse to realize that the dealer must merchandise his goods the way that is proving most effective at the moment in his market—that he doesn't have the margin to toy with a type of promotion that he knows from experience will not appear to his people. For example: A dealer of long and successful standing in San Francisco has refused to join in the "dealer list" advertisements. His experience; proving with an exceptionally good May and June volume and profit that he will make out better in that area letting the giants—Emporium, Macy, Sterling's, etc.—use the usually 100 percent co-op advertising to get the public interested in shopping for goods which he can sell for a few dollars less.

A dealer of equal standing in Seattle has been having a good May and June by joining with his distributor in a type of advertising that gives him a 4 by 4-inch space tied into the manufacturer's advertisement, large enough to use his identification cut and which helps impress his neighborhood market that he is the source of the manufacturer's bargains.

A dealer of importance in Oakland has created his own advertising campaign with a success that has moved his net profit up by nearly 10 percent. He has stopped—in the middle of one of the most price conscious and price cutting areas in California—mentioning price. With intriguing advertisements and a sharp pricing policy he is getting profitable business from prospects that are shopping him first because they don't know his price because he didn't put it in his copy and the competitors did.

Television has picked up well during June and early July. For some dealers it is proving its most profitable since the initial boom. Big factor, say

most, is the possibility at long last of making a profit on portables. Several models of portables were out of stock at distributor level in San Francisco on July 12. In Los Angeles for one distributor, television sales are up 20 percent from the 1956 level.

White goods are "spotty," if one looks at the Far West as a whole. In the Northwest, for example, refrigeration seems to be better than for a long time. The trend in that area toward more exclusive franchises has been a help when combined with manufacturer advertising this spring. Laundry equipment seems to be only fair in that area. A thousand miles south in San Francisco, refrigeration is reported as quite slow, seasonally, but laundry equipment is making money for the dealers—one dealer has been selling more "pairs" of washers and dryers than ever before and 1956 was a good year. In Los Angeles, says one dealer, refrigeration has been better volume-wise than in many years—however, he points out that any dealer is lucky to get 20 percent on refrigeration so he has to have volume. He points out that in southern California (and that would go for the Far West as a whole) the long drought in refrigeration sales is bound to break, if for no other reason than units conking out. "People can't go on forever watching the rest of the country buying modern refrigerators—or maybe they can—but sooner or later those 1946 and 1947 jobs are going to give."

Laundry equipment has hit a slow period in southern California, but that is considered normal during school vacation when anyone who isn't developed wears practically nothing, and those who are developed wear practically nothing. A housewife in Inglewood came into a dealer there last summer, bought a washer. When the rains came in December she came back, said, "Remember me? I bought a washer in July." He said, "Now I do, for a moment I couldn't remember you with your clothes on."

Speaking of laundry equipment, one dealer in San Francisco says that the day of specialty selling is not dead—although he's not going to give up price cutting in favor of it. Egged on by a distributor, he had a salesman make calls on every customer who had purchased an automatic washer during the year—result, in 8 of 10 calls the salesman sold a matching dryer. More important in that market, the dryers were sold at good profit. Says the salesman, "They hadn't been thinking about a dryer so hadn't shopped around and came up with no competitive figures to use on me."

Air conditioning, gradually growing to what this column had contended will be a billion dollar industry in the Far West, got off to a slow start because of weather, but will ring up its biggest year ever. Dealers doing any volume in the Los Angeles area report making some money on it—one says he can make 25 percent on standard merchandise in spite of steady dumps by the "volume merchandisers." This is compared to 15-18 percent on refrigerators.

Big event in air conditioning to those who know the Far West is the trend to refrigeration units in the arid areas of California and Arizona. When the annual air conditioning promotion of the Fresno, California, "Bee" took place this year, the whole subject and practically all the advertisements were on refrigeration cooling—a big event in an area where every house and shack has an evaporative cooler.

(Continued on page 23)

TRENDS REGION BY REGION

... in CANADA

By M. L. Schwartz

June-July sales off despite gains by refrigerators, TV, radio, and air conditioners . . . Dealers look for better business as result of political turnover

WITH most dealers across Canada recording a general drop in business during June and early July, still a remarkable wave of optimism is sweeping dealers' circles because a "new deal" is expected as a result of the change of government in Ottawa.

A warm spell lifted sales of refrigerators, air conditioners, portable radios and TV, though June business as a whole was down dollarwise and profitwise compared with last year. As one large dealer in Montreal put it: "We only got a smell of good business, no real bite." The head of a department store's appliance section in Ottawa complained that air conditioners were not selling as well as they should because "there's too much unfair competition from small guys." The warm spell moved some refrigerators, reported a big dealer in Toronto, but he added significantly: "If last year's sales were disappointing, it looks like it'll be worse this year unless things change quickly." Sales of portable TV's and radios moved slowly, too slowly, dealers in several cities confirmed.

Despite this setback in summer business, many dealers believe a new regime, in Ottawa after 22 years, will bring beneficial changes for the whole trade. Among the changes contemplated, there is a definite chance that taxes will be reduced, possibly this year; the tight money policy will be eased, probably making credit more readily available and keeping the interest charges down on loans; the imports of appliances and other electrical lines from the United States may be somewhat curtailed by imposing stiffer so-called "dumping" duties; old age pensions and other social security payments will be boosted, increasing the purchasing power of thousands of Can-

adians; house-building will be stepped up.

Under the "new deal", there is expected to be a progressive rise in the demand for appliances and other electrical goods. The general manager of a department chain, one of Canada's largest retail organizations, said, "If the new government in Ottawa does half of what was promised in the June campaign in the next few months, Canada's dealers will get the biggest break of their lives in more sales and more credit to swing deals."

An important increase in farm income in 1957 is bringing a surprising upsurge in business from hinterland customers. In fact, at the latest official count, sales of appliances, radios and furniture so far this year are up over 21% dollarwise in the predominantly-farm area of Saskatchewan and this is far ahead of sales in many urban-concentrated provinces. Elsewhere, dealers are also noting that farmers seem to have more cash. This development is being felt in both urban and rural centers since Canadian farmers now own motor vehicles on an unprecedented scale and travel long distances in search of bargains.

"Yes", said the credit manager of a large Montreal chain, "it's obvious that farmers in Canada have more cash to spend this year but unlike city folk they're not over-committing themselves." Other sources in Toronto, Quebec, etc., reported farmers are spending more this year.

Canadian Government sources reveal why there is more cash in circulation in farming circles. Officials say the latest nationwide survey shows that in 1957 Canadian farmers have been receiving more cash from the sale of farm products and from participation payments on previous years' grain crops than at any other time, beating the all-

(Continued on page 26)

YOU COULDN'T "MOVE" MORE... unless you gave 'em away!



ADVERTISED IN
LIFE



FROM
\$19.95
RETAIL

Crestwood

"Custom Formed"
**FULLY AUTOMATIC
ELECTRIC BLANKETS**

Only Northern—world's largest manufacturers—can offer you the fantastic Crestwood line—priced to outsell all competition—WITHOUT DISCOUNTING—and still allow you your FULL PROFIT MARK-UP! Crestwood even has quality features not found in competing brands at higher prices. In all models, sizes and popular colors to retail from \$19.95! Don't cut your profits, sell Crestwood!



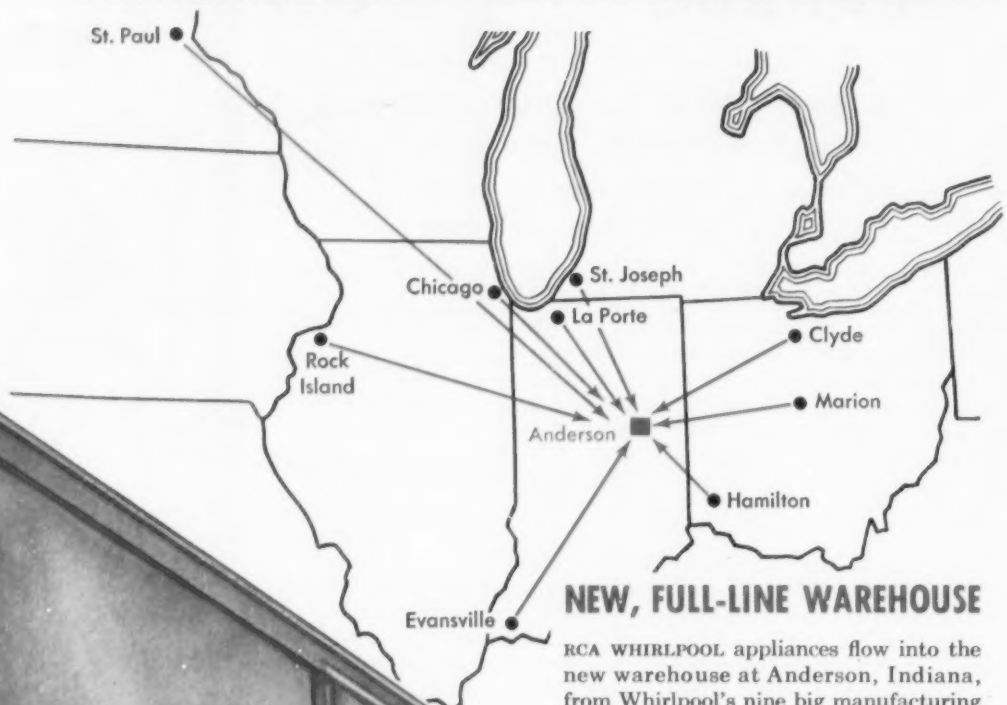
**AVAILABLE ONLY THROUGH
YOUR DISTRIBUTOR**

In Colorful
**SELF-
SELLING,
DISPLAY
Storage
Carton**

**PRICED
LOW FOR
BIG
VOLUME
SALES!
FULL PROFIT
MARK-UP!**

NORTHERN ELECTRIC COMPANY, 5224 North Kedzie Avenue, Chicago 25, Illinois
WORLD'S LARGEST MANUFACTURERS OF ELECTRIC BLANKETS AND HEATING PADS

NOW!... DIRECT SHIPMENT MIXED CARLOADS



NEW, FULL-LINE WAREHOUSE

RCA WHIRLPOOL appliances flow into the new warehouse at Anderson, Indiana, from Whirlpool's nine big manufacturing plants. Here, they are quickly assembled into mixed carloads and truckloads for direct shipment to dealers. Because of its strategic location, in the population center of the nation, fast service is assured.

YOU CAN "POOL" CARS, TOO!

Here's another advantage. If desired, several dealers may order a carload to be split among themselves . . . for unloading at a single common point . . . or at several points on payment of modest stop-over charges. Ask your RCA WHIRLPOOL distributor about *all the other advantages* you can have from the new, full-line warehouse!

FROM FACTORY TO YOU AND TRUCKLOADS OF



Whirlpool

HOME APPLIANCES

It's a big, new sales advantage for you! Now, you can get RCA WHIRLPOOL appliances direct from the factory . . . any models, any quantities you want combined in one car or truck.

You save money because freight and handling costs for your distributor are reduced. *And, he passes these savings on to you!* Also, you'll have the extra profit from faster turn-over possible through a better balanced, more complete inventory.

Take advantage of this additional way to place yourself in a still better competitive position with today's "hottest" appliance line . . . phone your RCA WHIRLPOOL distributor today!

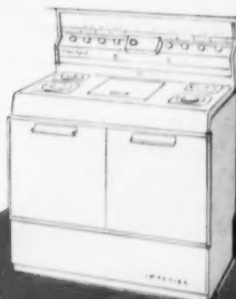
Combination
Washer-Dryer



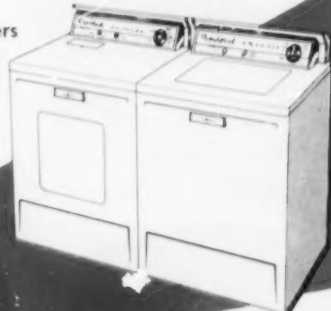
Refrigerators



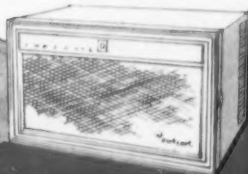
Ranges



Washers and Dryers

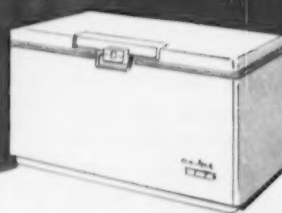


Room Air Conditioners



Use of trademarks by RCA authorized by
trademark owner Radio Corporation of America

Freezers



**Hurry...phone your
RCA WHIRLPOOL distributor
for complete details**

RCA WHIRLPOOL Home Appliances
Products of WHIRLPOOL CORPORATION St. Joseph, Michigan

Join up!...it's easier to sell RCA WHIRLPOOL than sell against it!

What's New?

Plume & Atwood is now manufacturing the Viking Heaters and Lamps!

What's "Hot"?

the entire VIKING line of PORTABLE ELECTRIC HEATERS AND HEAT LAMPS!

Yes, sir!! "Hot" in more ways than one! Here are portable heaters that throw a beam of heat that is strong, clean and instantaneous. Popular priced, and built solid, with features that can't be duplicated at anywhere near the price. This is the line that will build volume sales for you!



HAVANA ELECTRIC HEATER

Well-built, well designed to beam heat in any direction. Easily carried. Heavily copperplated reflector. 15" high, 12½" wide. 6 ft. cord. 115 Volts, AC-DC, wt. 4 lbs. Underwriters' Approved.

No. VPH-C 1000 watts
Suggested Retail \$10.95

NASSAU ELECTRIC HEATER

Conveniently small, with large heat beam. Popular priced and built for durability. 13½" high, 10½" wide. 6 ft. cord. 110-120 Volts, AC-DC. 3 lbs. Underwriters' Approved.

No. VPH-A 660 watts
Suggested Retail \$8.95



BERMUDA ELECTRIC HEATER

Two heating methods in one: radiant heat and circulating warm air. 180° span of heat. Longlife heating elements. Hammertone gray finish. Underwriters' Approved.

No. VPH-B 1320 watts
Suggested Retail \$17.50



VERSATILE ELECTRIC HEAT LAMP

For sunlamps, infra-red, photo-floods, spots. Swings 360° horiz. and 130° vert. Wire guard stays cool. Spring-like clamp has foldaway feature. 9½" x 10½" x 6". Wt. 3 lbs. 660 watts.

No. VF (without bulb)
Suggested Retail \$6.95



TRENDS (continued)

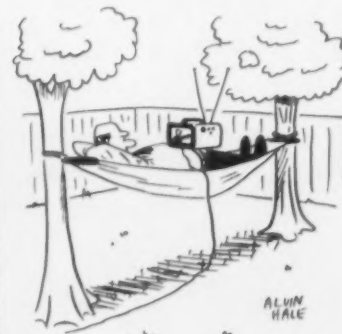
time record cash income of 1952. It is estimated so far in 1957 to be about 10% more than 1956. Thus, a substantial increase in wheat marketings more than offset lower average prices; sales of live-stock and poultry have brought farmers about 11% more cash this year than in previous years; sales of fruits and vegetables earned farmers much more than last year.

"There's a wider market this year in Canada's farm circles simply because they've got more cash for appliances and furnishings and we're going after this business," said the president of a chain in eastern Canada, commenting at the same time that his company was not using credit as bait since "they've got the dough, more than they've been able to lay their hands on for some years."

A newly organized Canadian Wholesale Council wants to help small dealers compete with large corporations. The Council is made up of representatives of wholesaling firms and associations from various industries.

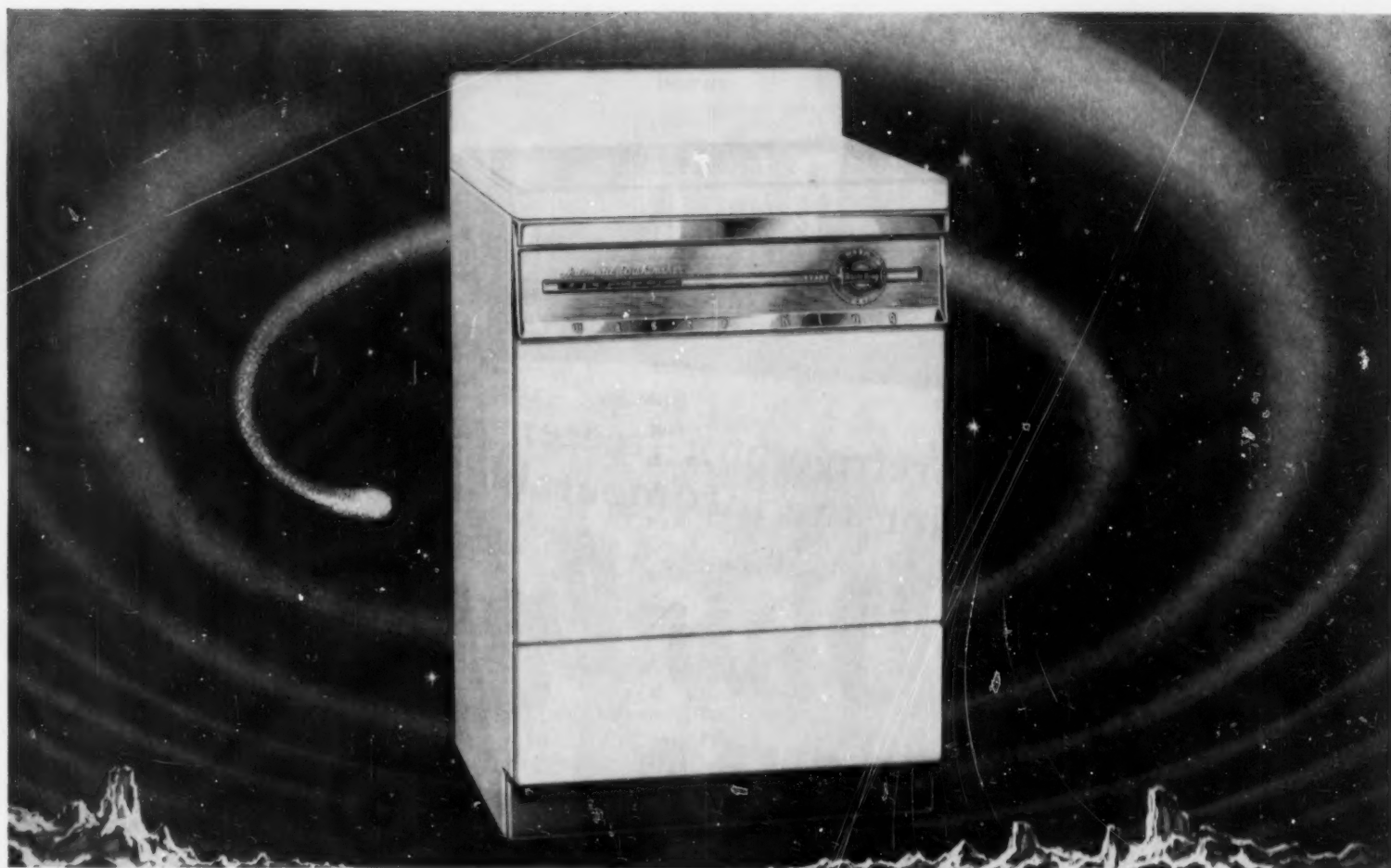
The Council met in Ottawa and presented a brief to federal officials, seeking the establishment of a Domestic Trade Board within the Department of Trade and Commerce so that small business may have someone in government to deal with directly. The purpose of such a Board would be to help small firms, especially retail, with expansion programs, modernization, new equipment and refinancing in order that they may compete with large corporations. Also educational and training facilities would be provided and domestic economic studies made with a view to assisting small business in Canada.

At the present time, the set-up of the Department of Trade and Commerce does not lend itself to the small businessman as most of their work is devoted to international trade. However federal officials have expressed interest. End



THE **PLUME & ATWOOD** MANUFACTURING COMPANY
THOMASTON, CONNECTICUT

Order From Your Wholesaler Today!



WASTE KING *Super* DISHWASHER-DRYER

Womengineered for out of this world sales power!

Designed and built by the same WASTE KING people who have equipped over 1,000,000 American homes with "The World's Finest Garbage Disposer" ...the all new WASTE KING Super Dishwasher-Dryer is now available with these seven outstanding selling advantages:

1. Automatic pre-rinsing
2. Better Washing — even pots and pans
3. Spotless drying
4. Humidity-free drying
5. Largest capacity — easiest loading
6. Super-Hush quiet operation
7. Interchangeable front panels — wood, metal or paint finish

The complete Waste King Dishwasher line of 10 under-counter and free standing models — in two price ranges — is ready to go at your local appliance distributor or plumbing jobber. See him today for the complete story or send the coupon below.



MODEL FS-1D SHOWN

PLUS THESE IMPORTANT FEATURES:
 Suds Flush-Out
 Built-In Pump Drain
 Full-Width Door Pull
 Multiple Light Cycle Indicator
 Automatic Detergent Dispenser
 Plate Warmer
 Rinse-Dry Injector
 Heat Booster Final Rinse
 Versatile-Contour Racks
 Waist-High Cycle Control Knob



BUILT-IN ELECTRIC AND GAS RANGES



DISPOSERS



DISHWASHERS



INCINERATORS

WASTE KING CORPORATION

3300 E. 50th Street
 Los Angeles 58, California

Gentlemen:

Rush complete facts about the WASTE KING AUTOMATIC DISH-WASHER and the name of my local distributor to:

NAME _____

STORE NAME _____

ADDRESS _____

CITY _____ STATE _____

going on
now!

THE GREATEST

Gigantic refrigerator-freezer promotion
starring the incomparable, new



Whirlpool

DS 13 T

REFRIGERATOR-FREEZER

in a spectacular
performance that's
stepping up sales
and profits!

NATIONALLY ADVERTISED ON TV...AND
IN NEWSPAPER SUPPLEMENTS IN 121 MARKETS!

★ Terrific traffic builders! ★ Banners! ★ Special ad mats!



RCA WHIRLPOOL Home Appliances
Product of WHIRLPOOL CORPORATION, St. Joseph, Michigan

Join up! ... it's easier to sell RCA WHIRLPOOL than sell against it!



SHOW ON WORTH!

It's a big, brand new, 13 cu. ft. refrigerator-freezer!

2 BIG APPLIANCES IN 1!

104 POUND CAPACITY
TRUE ZERO-DEGREE
FREEZER



with
10 CUBIC FEET OF
AUTOMATIC DEFROSTING
REFRIGERATOR



plus **15**
colossal
features

- Popular double door design!
- Aluminum glide-out shelves!
- Deeper, roomier door shelves!
- Butter compartment holds up to 1 lb.!
- 2 egg compartments hold 18 eggs!
- Cheese compartment with dish!
- Convenient, transparent fruit bin!
- 2 porcelain enameled crispers!

- Adjustable temperature control!
- Automatic interior light!
- 3 lever-ejecting ice cube trays!
- 2 convenient freezer door shelves!
- Beautiful interior colors!
- Advance design refrigeration system!
- Written 5-year warranty on sealed system!

all at a low, PURSE-POPPIN' price!

SEE YOUR RCA WHIRLPOOL DISTRIBUTOR
NOW ... THERE'S STILL TIME TO GET IN ON THE ACT!

clock up more sales with new Westclox electrics!

**Westclox designs 2 new
2-way electric wall clocks
to hang up or stand up!**

The FROLIC and the GLENDALE are handsome on the wall, handsome on a table, desk or shelf. Each features a hidden cord, and the Glendale's is retractable.

Ideal Display shows one clock on wall, one on shelf...one sure way to sell this hot idea fast!

Display FREE with Assortment No. 1610 which includes only 4 clocks: Glendale in red and turquoise, Frolic in white and yellow.

Dealer Cost.....\$16.10

Buy two Assortments...get big 5% quantity discount on 6 or more Westclox electric clocks

Dealer Cost.....\$30.59

FROLIC

No. 1285 Red
No. 1286 White
No. 1287 Yellow

Retail \$4.98

Dealer Cost \$3.46

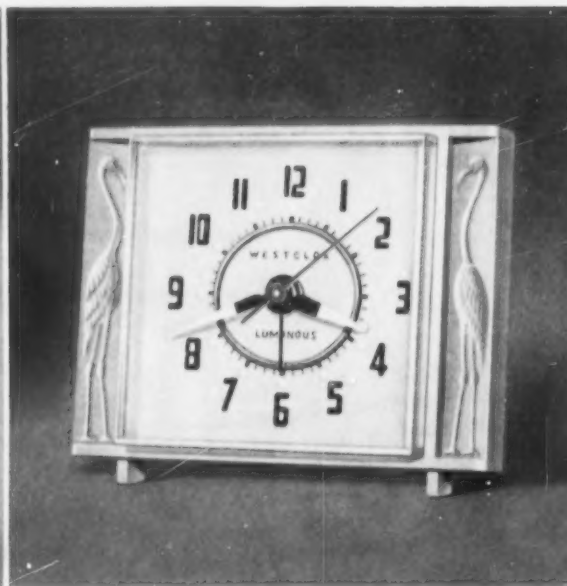
GLENDALE

No. 1305 Red
No. 1306 Charcoal
No. 1307 Turquoise

Retail \$6.93

Dealer Cost \$4.59

13 $\frac{3}{4}$ " wide, 16 $\frac{7}{8}$ " high



NOW
you can sell this
"ladies' choice"
Westclox electric
alarm for only \$3.98!
TIDE
in a new lustrous
Ivory finish

Plain dial, shatterproof crystal,
embossed flamingo design side-
panels, height 3 $\frac{3}{4}$ ".

No. 1244 IVORY PLAIN

Retail \$3.98 Dealer Cost \$2.77

ALSO WITH A LUMINOUS DIAL

No. 1255 PINK No. 1256 YELLOW

Retail \$4.98 Dealer Cost \$3.46

**NEW! A great Westclox favorite
now in solid Mahogany, too!**

The Westclox SHERATON
electric alarm with lumi-
nous dial beautifully
scrolled.

No. 1096 Mahogany Luminous
Retail \$9.95 Dealer Cost \$6.54

No. 1085 Fruitwood Plain
Retail \$8.95 Dealer Cost \$5.88

WESTCLOX®

by the makers of **BIG BEN**

PRODUCTS OF  CORPORATION

5% quantity discount on 6 or more Westclox electric clocks.

Above are suggested retail or Fair Trade prices and subject to 10% Federal Excise Tax.

Mort Farr Says . . .

Give Your Store a Personality



Mort Farr, Upper Darby, Pa., appliance-TV dealer

STORES, like people, have personalities, character and reputations. Character is what you are and the character of your business is what you make it. Reputation is what people think you are, and the reputation of a store is what people think of it.

Some stores have great character, but do not acquaint the public with the fact. Other stores manage to achieve a reputation without having much character. Stores have personalities that are direct reflections of the personality and ability of the management.

HASH HOUSE OR TEA ROOM? Buildings can't smile, shake hands, seem warm and sincere, or the name of a store mean "welcome" to anyone who has never been there . . . or can they? The laborer eating in a hash house is more comfortable than in a tea room. The white collar man used to country club atmosphere and better bars, would think twice before entering a tap room with dirty windows and blaring loud speakers. Likewise, the unkempt appliance store with short-sleeved salesmen fails to attract the better customers and too ritzy an atmosphere may make the working man feel uncomfortable. Being neither of these extremes, but merchants with the job of picking the kind of bait that will attract the class of trade that seems right for our store, we have several things to consider.

Start by asking yourself, "What influences people's buying decisions?" and, "Why should they buy from me?". Every successful appliance store has a philosophy of operation, a sort of creed, a pattern to attract trade to this particular store. In my own case, it has always been "Farr Better Service", but of late we have also had to put over the fact that, while we do not have the lowest prices in town, we do offer deals and bargains, and always give value and price as well as service.

Some dealers may want to create the impression that they do sell for less than anyone else in town. In this case they had better not have their own service department, but rather depend on an outside service agency or manufacturers' central service to take care of the volume such tactics should produce. Sol Polk of Chicago is a fine example of a great chain of stores that by its advertising and promotion has created the impression that they sell for less than any store in town. Actually, they get fair prices which are sufficiently high to allow them to grow and sell tremendous quantities of merchandise and to pay their bills and make profits. They have created the impression that not only are their prices low, but also that their's is a friendly place to do business.

PICK YOUR PATTERN. Next, ask yourself who you want for customers—working class or carriage trade. With most of us it is the middle class which is the biggest chunk of business. It is 70% of the market. To attract these customers, it means you must know your business and know your customers. It means proper advertising, fair treatment of customers, neat, clean, but not gaudy stores; a friendly atmosphere and a selection of the right merchandise at the right price.

PERSONALITY INGREDIENTS. The personality of a store comes from the stress on any one of the following: basic items, assortment of merchandise, special value promotions, novelties or fads, general institutional activity and direct customer contact. Determine your advantageous characteristics and build your store on this personality. Then, train your personnel along the same lines, so that the entire organization is headed one way.

Always remember in your advertising that it serves three purposes: to sell your store, to sell the product and to bring in tomorrow's customers. Many people get their ideas of your store from your advertising; and bear in mind that it is in the differences, not the similarity, that make your store stand out.

We have five major department stores in Philadelphia, all selling practically the same merchandise and for nearly the same prices, but each has its own brand of personality and most anyone could rate them in order of prestige.

THAT LAST TRANSACTION. What do people mean when they say they like your store? They probably like the last contact they had with the store. It could have been your assortment of merchandise. It might have been the appeal of your most recent advertisement, but it probably was the last transaction they had with your store. People measure the efficiency of any store by contact with the business. Any employee they contact is the business.

This brings us to the subject of public or customer relations. It's the way you treat customers. At this I am an apprentice—there are no experts. I have heard of experts in community relations, in employee relations, stockholder relations—but not in customer relations. There are no specialists, no organizations, no convention, no literature; yet it is always with us. We all work at it. Think about it; recognize it as vitally important. There is no fanfare because, basically, the subject is so simple; in fact, it is elementary. It's just a matter of treating people the way they would like to be

treated. It is a simple basic concept, but it is not easy to get 100% acceptance or action on even the simplest idea.

YOU AND THE CUSTOMER. What is public relations? It is the way the boss handles a small customer. It's the way a secretary asks a customer to wait for the boss. It's the way the girls answer the phone. It's the way employees refer to the boss, away from the job. It's the way a salesman greets customers. It's the way salesmen remember customers and call on them in their homes. It's the way we handle credit applications. It's the way the customer is notified he is past-due. It is the way a delivery man handles the merchandise being delivered and the customer's property. It's the way we tell a customer there is no free service on a TV set. It is every act of every employee every day of the week.

A FAMILIAR FACE. Your advertising should be so recognizable that if you remove your signature it would still be recognized. It should always make clear why the customer should buy from you. It is just as important where you buy, as what you buy. Many times our ads get entirely away from specific goods and sell service and personality. I have devoted the entire commercial time on an expensive television show to present and compliment my service crew. Recently, to sell air conditioning on a hot Sunday night, when most stores were lagging a week or more with delivery and installation, I briefly showed an air conditioner but built my whole appeal on a soft-sell, low pressure approach by complimenting my service department and thanking my men for working every night the past week, and Saturday and Sunday, so that all the folks who purchased air conditioners from us were happy and enjoying the benefits. Needless to say we got lots of orders for delivery the next day.

WHOSE PERSONALITY? These things I have just mentioned have worked for me, but they are the externals. Inside, behind them all, was something which was necessary to keep this all from being obvious and phony. I love this industry of mine and I really feel the products I sell are great, and that my customers get good value. I enjoy selling, and meeting the folks who support me by believing in and buying from me. I have problems, but they are my problems—not my customers'. After all, it is my place of business and my responsibility to be its moving force, its guide and its director. And the store must in turn reflect these things to the customer.

End

JOIN THE PROFIT PARADE WITH THE
"Season-selling"

NEW...LOW
"bring-'em-in"
PRICES

FULL LINE OF MODELS
WITH A SIZE
AND PRICE TO FIT EACH
PROSPECT'S NEED

BRAND NEW
sales-producing
PROMOTION

COMPLETE SELLING
AIDS AVAILABLE



POWERFUL

Special" Freezers

LOOK...ONLY



Whirlpool

FREEZERS GIVE YOU THESE SALES-

CLINCHING FEATURES...



Model YV-13 Freezer
holds 518 pounds
of frozen food.



Model YH-16 Chest
Freezer holds
560 pounds of
frozen food.

- Exclusive Fast-Freeze Fan freezes food up to twice as fast!
- Exclusive circulation of "zero-cold" air captures and guards peak flavor!
- Exclusive Super-Storage Door conveniently stores odd-shaped packages!
- Plus many more features that sell!

**HURRY...ASK YOUR
RCA WHIRLPOOL
DISTRIBUTOR
ABOUT THIS NEW
PROMOTION.**

RCA WHIRLPOOL Home Appliances

Products of WHIRLPOOL CORPORATION St. Joseph, Michigan

Join up! . . . it's easier to sell RCA WHIRLPOOL than sell against it!

first
again
...NOW
IN
COLOR



duratub
APPLIANCE-STYLE LAUNDRY TRAY
WITH HANDIFLO*

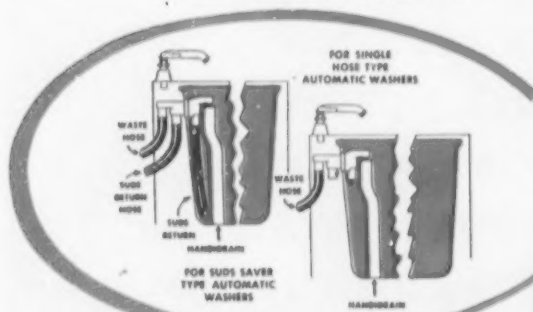
PERFECT SALES SYNC WITH
NEW WASHERS AND DRYERS!

Now available in modern laundry equipment colors — white, green, pink, yellow — Model 9TD **duratub** synchronizes sales-wise with new washers and dryers . . . **duratub**'s a cinch to sell! With Handiflo* double drain, **duratub** is ideal with suds saver or single hose automatic washers — all **duratub** hose connections are permanent, out of sight. No hose handling! Easy to install, **duratub** is a high profit item it pays you to carry!

Users like these features:

- Choice of new appliance colors — white, green, pink, yellow.
- 20-gallon Fiberglass® tub — won't crack, chip, stain, mar or dent.
- Baked enamel finish over bond-ized electro-galvanized steel.
- Stainless trim, built-in soap dish.
- 3-Purpose Handidrain®, no need for double tubs.
- Top cover for additional counter space, may be left in place when using tub with washer.
- Large storage compartment.

NOTE: Standard Model 9TC **duratub** available in white only. Other features same as 9TD Deluxe except Handiflo double drain.



Please send complete **duratub** information and name of distributor nearest me:

Name _____
Company _____
Address _____
City _____ Zone _____ State _____

E. L. MUSTEE AND SONS, INC.

6911 Lorain Ave. • Cleveland 2, Ohio

duratub is a registered trade mark, Handiflo® and Handidrain® are trade marks of E. L. Mustee and Sons, Inc.

ECONOMIC CURRENTS

Appliances' Smaller Share of a Bigger Pie

By the McGraw-Hill Dept. of Economics

A European observer once remarked that nothing ever happens to American business between July 4 and Labor Day, since Americans are all on vacation or else too exhausted from weekend traffic jams to do anything decisive during the intervening weeks. Although this has not been entirely true, business activity in the summer months has generally entered a state of doldrums from which it doesn't emerge until fall.

But for those who are not suffering from the above affliction and who are concerned with how business is doing, let us take a look at the prospects for the second half of the year. The outlook for the balance of the year adds up to an even stronger picture of total business than we have had in recent months. The prospects for this year point to another "best year"—the third one in succession.

A NEW RECORD IN OUTPUT. One statistic tells the story. The best measure of over-all growth in the economy is Gross National Product—the total of all goods and services produced in the economy. For the year 1957 it is estimated that Gross National Product will reach \$433 billion. This is an increase of \$21 billion over last year. And another record high for our economy.

Along with this over-all growth, consumer income has also been rising and will continue to rise throughout the year. One of the major reasons is the large number of workers—some 5 million—covered by long-term contracts which automatically give them a hike in pay. Unfortunately, rising consumer incomes may not mean that consumers are much better off, because prices have been moving upward and steadily eating away the value of these incomes. For example, the Consumer Price Index hit 119.6 (1947-49 = 100) in May. This was an all-time high and it is expected to go even higher during the second half of the year.

PRICES CANCEL INCOME GAINS. Automatic wage increases have meant that manufacturers have had to raise their prices in order to meet the rising labor costs and to maintain their profit margins. Increased labor costs plus rising costs of materials have meant that prices have risen much more this year than in any other year since the Korean War. In fact, when the increase in the cost of living is taken into account, per capita income, after taxes, showed no gain at all during the first six months of this year. But there is a good chance that real per capita income will be on the uptrend in the last half of the year.

This does not mean, however, that consumer spending will show any let-up. But it does mean that the consumer will give greater thought both to the type of purchase and to the amount he has to pay for it.

It is estimated that consumers will spend about \$35 billion for durable goods—including appliances, radios and TV—this year. This is only a slight gain over the amount spent last year. But consumer spending for other goods and services is expected to show a much greater increase. Thus, it will be up to the appliance dealer to siphon off some of the additional income which consumers will be getting but which has been slated for other goods.

This is especially true since sluggish appliance sales have
(Continued on page 38)

*Good as all
outdoors!*

indoor barbecuing



Both in one oven
It barbecues the largest
cuts of meat...and it's
a balanced-heat oven
for uniform baking, too!

...the big "extra" that makes



Whirlpool

electric ranges EASIER TO SELL!



With an RCA WHIRLPOOL any time is barbecue time — it's easy, convenient, and good as all outdoors! The exclusive BAR-B-KEWER meat oven has been especially designed to reproduce the low, radiant heat that seals in natural juices and imparts true barbecue flavor. And, it barbecues big roasts, 40-pound turkeys as well as small cuts of meat and fowl... on the automatic, constant turning rotisserie.

The full line of RCA WHIRLPOOL electric ranges can't be matched for exclusive automatic and convenience features... built-in Grid-all... built-in meat probe... infinite heat speed units... thermostatic top-cooking controls... and many others. Show these big "extras" to your prospects... they'll go for RCA WHIRLPOOL electric ranges every time!



RCA WHIRLPOOL Home Appliances

Products of WHIRLPOOL CORPORATION St. Joseph, Michigan

Join up!...it's easier to sell RCA WHIRLPOOL than sell against it!

Use of trademarks RCA and RCA authorized by trademark owner Radio Corporation of America

**IF YOU SELL APPLIANCES
OR KITCHENS...**

read this important message

If you sell only appliances or only cabinets, or only sinks you are missing out on one of today's . . . and tomorrow's . . . greatest profit opportunities. Actually you are in the kitchen business now . . . but you are not getting all you can out of this booming business. The trend in kitchens is changing from free-standing units to built-ins . . . but you can't sell built-in appliances unless you also sell cabinets . . . and you can't sell cabinets unless you also sell appliances. To take full advantage of this definite trend in kitchens you must be able to offer prospects the full line of components. There are plenty of customers now . . . the market is expanding every day . . . there's bigger profit because there's better pricing and full mark-ups . . . and trade-ins are virtually non-existent.

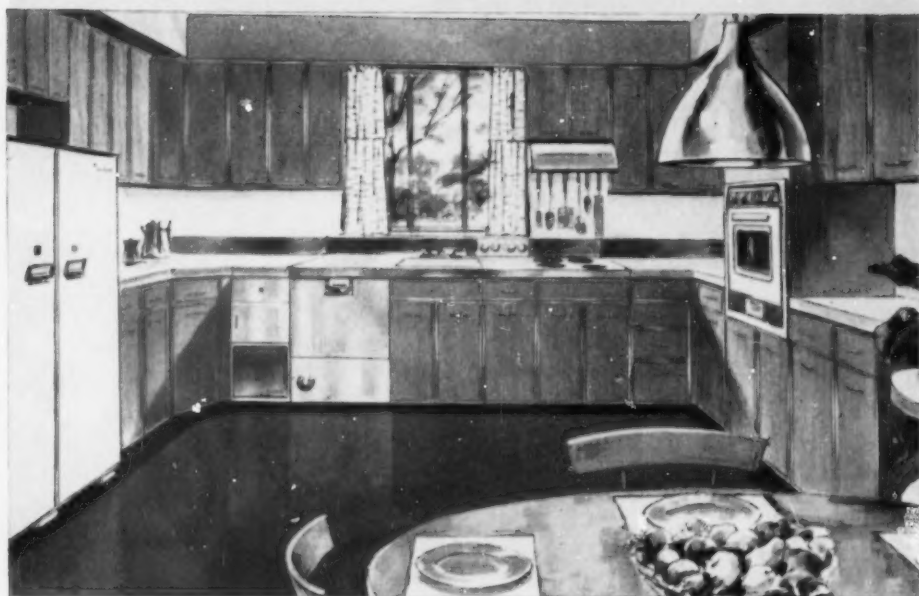
Don't lose half your profit potential to other dealers . . . expand your present business . . . and get a bigger share of the rich, profitable, ever-growing, complete kitchen business.

**Here's practical help that can put you into
the profitable kitchen business . . .**

Realizing that selling kitchens is not just a matter of handling a few more items, Whirlpool Corporation has coordinated its product design, its training program, and its selling force so that it can give dealers the most comprehensive and practical assistance in the industry. Take full advantage of this new program now . . . and you'll profit in the kitchen business.



Use of trademarks and RCA authorized by trademark owner Radio Corporation of America



● **new interchangeable cabinet fronts . . . plus a complete line of appliances**

You'll have the very latest . . . and most desirable . . . wall and base cabinets . . . because these new cabinets have *interchangeable* wooden door and drawer fronts. Your customers can have a choice of Lined Oak, Fruitwood, Pink, Yellow or White to mix or match . . . or change as they desire. And, you'll find that these cabinets solve many inventory and installation problems for you, too.

You'll sell one of America's great . . . and most-wanted . . . appliance lines. You'll have every appliance needed for the most modern kitchen . . . refrigerators, freezers, and an ice maker . . . free-standing and built-in ranges, and an electronic oven . . . dishwashers, food waste disposers, and sinks . . . air conditioners and dehumidifiers . . . automatic washers and dryers, and a washer-dryer combination . . . all design-coordinated to simplify kitchen planning and to speed kitchen selling.

● **a complete training program**

You'll get the benefit of one of the most comprehensive and practical training programs available in the industry today. It has been created to meet the special conditions, problems, and needs for selling kitchens now and in the future. It covers every phase of kitchen merchandising . . . planning kitchens, closing sales, installation, advertising . . . everything!

● **a complete selling plan**

You'll have new, tested and proved selling helps . . . a full color prospect presentation with pull-outs to dramatize "before" and "after" kitchen treatments . . . a color coordinator with the four basic types of kitchens shown in interchangeable colors . . . a three dimensional kitchen planner . . . a perspective drawing kit with special templates for easy sketching . . . a beautiful kitchen idea and planning booklet . . . and a prospect-pulling complete kitchen display program.

and . . . most important . . .

You'll have the help and wholehearted support of people who *know* the kitchen business. RCA WHIRLPOOL distributors and kitchen specialists are experts in merchandising. They know how to promote and sell at retail. They will work with you, counsel with you, guide you, and assist you to get into this rich and growing kitchen business.

act now . . . you can't afford to delay!

You can get the jump on competition if you act now. The sooner you take advantage of this new RCA WHIRLPOOL Kitchen Selling Plan, the sooner you'll be able to expand your present business . . . and make bigger profits in the booming kitchen business.

Call your distributor right away and get all the details on the new

RCA Whirlpool
KITCHEN SELLING PLAN

RCA WHIRLPOOL Home Appliances

Products of WHIRLPOOL CORPORATION St. Joseph, Michigan

Join up!...it's easier to sell RCA WHIRLPOOL than sell against it!

Another unbeatable KAM-KAP value!



The Newest KAM-KAP PORTABLE Electric Steam RADIATOR

8 Section Unit
Water Capacity: 2 quarts
1000 Watts; 3,400 BTU
Dimensions: 20 1/4" x 19" x 9"
Shipping Weight: 37 1/2 lbs.
AC — may be operated on
DC without thermostat

Fair Trade*
Retail Price

ONLY

34⁹⁸

Excellent Profit Margin, too!

**COMFORTABLE, CLEAN, SAFE, HEALTHFUL,
HUMIDIFIED HEAT . . . anywhere, anytime!**

- HEATS FASTER • GREATER HEATING CAPACITY
- NO REPAIR PROBLEM — Easily replaceable Chromalox element permits inexpensive replacement
- SAFE — No exposed wires
- DRAFT FREE — No hot blasts and cool spots
- AUTOMATIC — Once wall thermostat is set, selected temperature is maintained
- Neutral color to blend with any décor
- UNCONDITIONALLY GUARANTEED for ONE FULL YEAR against all manufacturing defects

Also Available, MODEL # 1015—10 Section Unit. Water Capacity: 3 quarts—1,500 Watts; 5,100 BTU. Dimensions: 25 1/4" x 19" x 9". Shipping Weight: 44 1/2 lbs. AC—may be operated on DC without Thermostat. Fair Trade * Retail Price Only...**39.98**



Automatic WALL THERMOSTAT SET-IT-AND-FORGET-IT OPERATION

Hangs on any wall. No installation needed

MODEL #875 Fair Trade* Retail Price Only...**9.98**

Not too early to order Now!

A Product of **KAM-KAP Inc.**

1107 BROADWAY, NEW YORK 10, N. Y.

* Registered in all states where such legislation is valid.

ECONOMIC CURRENTS

(continued)

held down production schedules so far this year. Production in the first half of the year has not been as good as was expected earlier. For example, production of washers and ranges have been off about one-fourth from last year's totals for the first half of the year. Output of vacuum cleaners is down 3%. Even the big growth appliances—dishwashers, air conditioners and freezers—are not showing very much growth. One reason has been the increase in the cost of living, mentioned earlier.

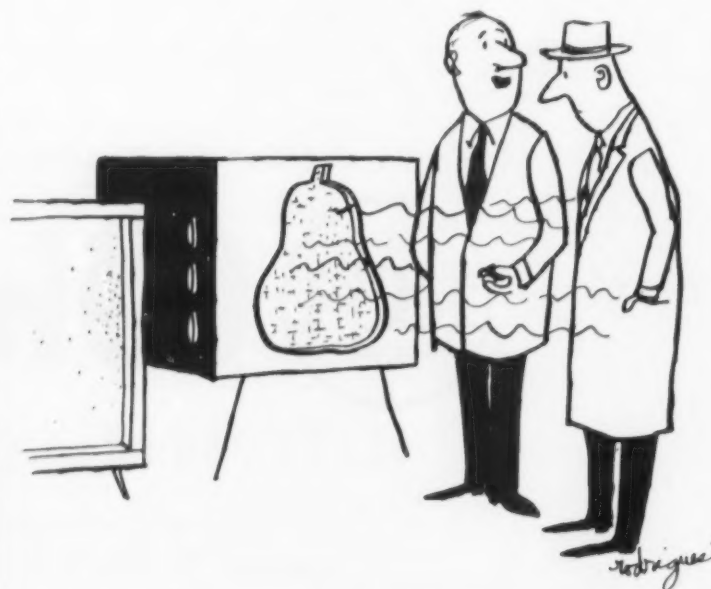
DON'T LOOK FOR RECORD SALES. But an improvement in real per capita income could result in some pick-up in appliance sales and production, especially since inventories of appliances currently are not too heavy. But it now seems clear that appliance output will run about 10% below a year ago.

Another reason for lagging appliance sales and production is that the number of new homes being built is down substantially from a year ago. So far in 1957 the annual rate of new houses started has been running about 950,000 units. Last year there were 1.1 million new houses started. It seems doubtful that there will be any significant change in the rate of housing completions this year.

Radio and television set production was also off substantially in the first six months of this year. As expected output of radios is holding up a lot better than television production. Radio output was 5% under the first half of 1956, while television set production was about 20% below the 1956 rate. Heavy inventories of TV sets have been worked down to a manageable level but demand has not been heavy. Only in the case of small portable TV sets has sales activity improved. The industry will probably turn out a total of 18 million units this year compared with 20 million units a year ago.

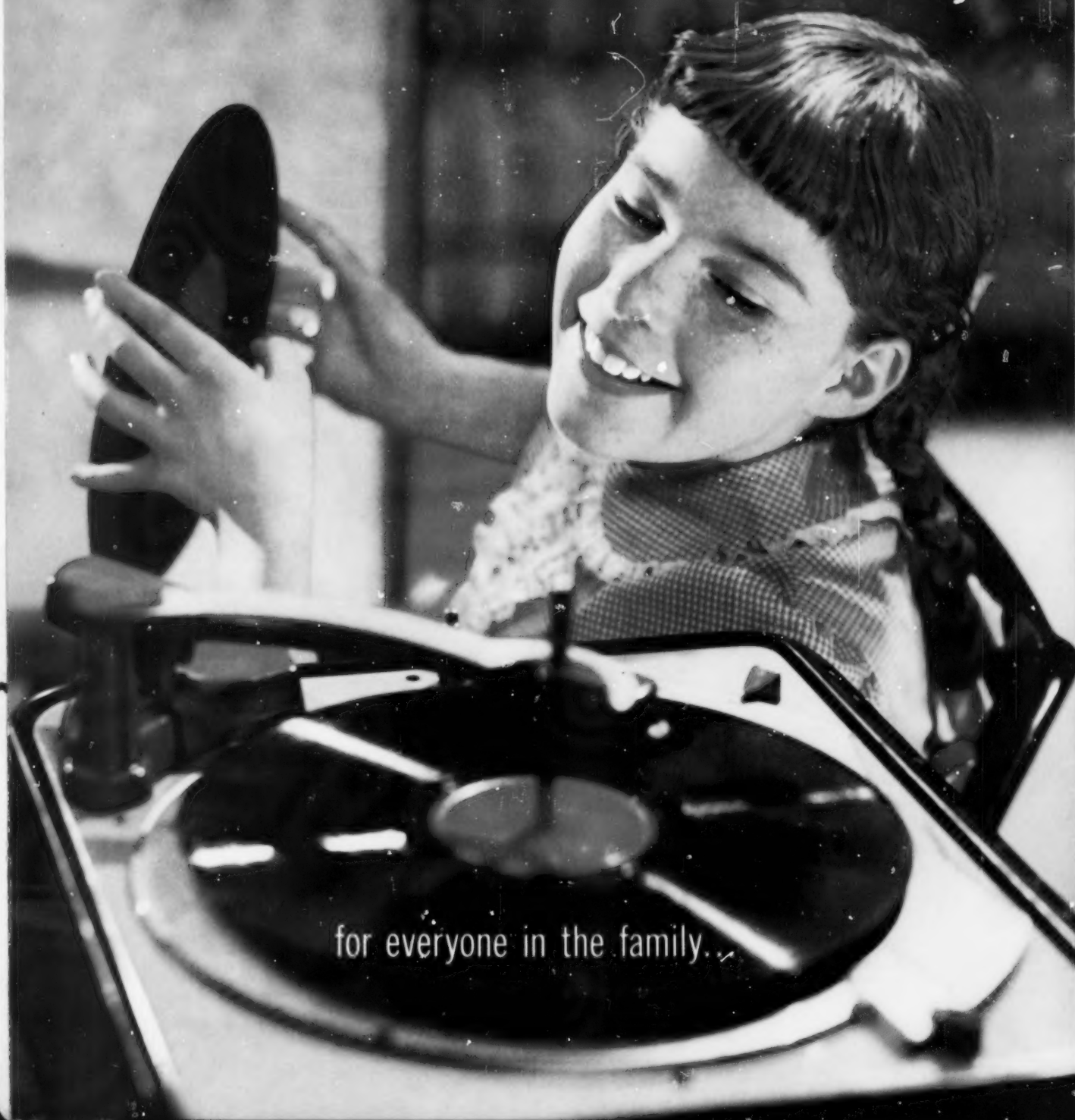
THINGS TO WATCH. Thus, although the over-all picture shows amazingly stable prosperity ahead, there are cross currents which will bear watching, not only in the appliance field but also in housing, the auto industry and the textile industry. Declines in these areas have been more than offset by government and consumer spending and by business spending on new plant and equipment. And the prospects are for a pick-up in these industries during the last half of the year.

End



"JUST LISTEN TO THOSE PEAR-SHAPED TONES"

Admiral.
PHONOGRAPHS
RADIOS—HIGH FIDELITY



for everyone in the family.



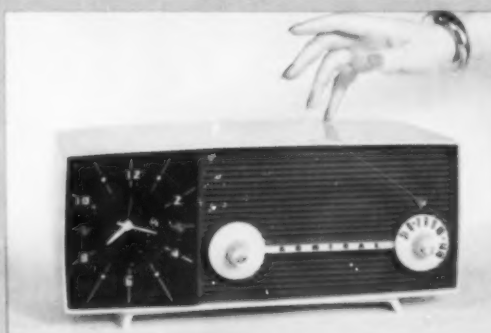
A NEW TABLE RADIO. Admiral's value model! "Printed Circuit" chassis. AC/DC. Built-in Aeroscope antenna. Alnico 5 speaker. Extra-compact—only $5\frac{3}{8}$ " high, $8\frac{11}{16}$ " wide, $5\frac{9}{16}$ " deep. Model 4L26—Yellow. Also Ebony (4L21), Pink (4L24), Red (4L25), or Turquoise (4L28).



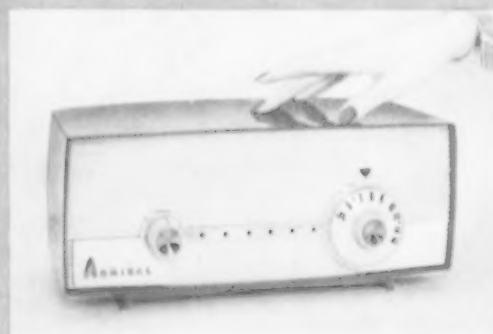
CUSTOM CLOCK RADIO wakes you to music with your favorite programs. Easy-to-read clock dial. 5 tubes incl. rectifier. Alnico 5 speaker. Built-in Ferrite antenna. Powerful superheterodyne circuit. In Dover White (263), Powder Pink and White (264), Tango Red and White (265) and Turquoise and White (268). $5\frac{1}{16}$ " high, $11\frac{3}{16}$ " wide, $5\frac{1}{2}$ " deep.



CUSTOM TABLE RADIO. Tops the value parade! 5-tube superheterodyne. Alnico 5 speaker. AC/DC printed chassis. Built-in antenna. Choose from Maroon (242), Powder Pink and White (244), Tango Red and White (245), Turquoise and White (248). $5\frac{1}{16}$ " high, $11\frac{3}{16}$ " wide, $5\frac{1}{2}$ " deep.



DELUXE CLOCK RADIO combines fun and convenience. Turns radio and appliances on and off, wakes you to music. Built-in Ferrite antenna. 5 tubes incl. rectifier. Powerful Alnico 5 speaker. Model 284—Powder Pink and White. Also: Nassau Green and White (288), Azure Gray and White (289). $5\frac{3}{8}$ " high, $13\frac{3}{8}$ " wide, $5\frac{5}{8}$ " deep.



DELUXE TABLE RADIO for the perfect personal set. 5 tube superheterodyne power. Large Alnico oval speaker. AC/DC printed chassis. Handy plug-in phono jack. Built-in antenna. Model 275—Tango Red and White. Also: Turquoise and White (278), Cadet Gray and White (279). $5\frac{3}{8}$ " high, $13\frac{3}{8}$ " wide, $5\frac{5}{8}$ " deep.



SUPER DELUXE CLOCK RADIO for servantless luxury. Lulls you to sleep, turns appliances on and off, tells time, wakes you to music. Reminder alarm for heavy sleepers. Plug-in phono jack. 5 tubes incl. rectifier. Model 292—Maroon and White. Also: Harvest Gold and White (296), Nassau Green and White (298). $5\frac{3}{4}$ " high, $14\frac{1}{2}$ " wide, $6\frac{3}{16}$ " deep.



Admiral fm-am table radio

Double your listening pleasure! Enjoy static-free FM with its natural tone and hours of uninterrupted music plus powerful, long distance superheterodyne AM radio. 7 tubes including rectifier. Powerful 4" x 6" Alnico 5 speaker for fine fidelity. Slide rule dial for fine, accurate tuning. In blonde oak (303) and Sierra (304) grained finishes. 8½" high, 15¼" wide, 8½" deep.



Admiral 4-speed plug-in record changer

Plays your favorite records through your Admiral radio. Just plug it in the handy phono jack, use your radio's fine sound system for perfect record reproduction. Plays all speeds including 16⅓ r.p.m. Has constant speed motor, weighted turntable, twin lever ceramic pick-up cartridge, separate LP and 78 needles, 45 r.p.m. spindle optional. In Beige and Coral with Golden trim (RC636B) or Metallic Gray finish (RC626B). Available without base for replacing record changers in console radios.



Admiral automatic radio-phonograph

Two way listening pleasure! Powerful superhet AM radio plus Admiral 4-speed phonograph. Matching record storage base optional. Alnico 5 speaker for clear, balanced sound. Automatic changer plays all speeds including 16⅓ r.p.m. Intermixes records same speed. Heavy, balanced turntable. Heavy duty constant speed motor. Featherweight tone arm, separate LP and 78 r.p.m. needles. Mahogany finish (5RP42). 8⅝" high, 16¾" wide, 17⅝" deep.



Admiral automatic portable phonograph

Admiral 4-speed portable phonograph in stainproof, scuff resistant Pyroxylin covered luggage type wood case. Plays all speeds including 16⅓ r.p.m. Fully automatic. Intermixes 10" and 12" records of same speed. Heavy, balanced turntable with rubber mat to cushion records, prevent slippage. Balanced featherweight tone arm, separate LP and 78 r.p.m. needles. In Starlight Black (331), Carnival Red and Gray (335) and Capri Blue and White (338). 8¾" high, 15¼" wide, 16⅝" deep.



THE CAVALIER. 4-speed record changer with powerful 8 watt high fidelity AC amplifier. Giant 8" woofer, dependable $3\frac{1}{2}$ " tweeter. Separate bass and treble controls plus "loudness" control. Smart luggage type case with handle in Roman Gold and Black (341), Calypso Tan and White (347) Pyroxylin covers. $9\frac{7}{8}$ " h., $17\frac{3}{4}$ " w., 20" d.



THE BEL-AIR. A world of beautiful sound at your fingertips. A truly fine hi-fi system with powerful 8-watt AC amplifier, 3 speaker system with 8" woofer, 4" mid-range, $3\frac{1}{2}$ " tweeter. Vented sound chamber and front mounted speakers for room filling sound. In genuine mahogany (362), blonde (363) and Sierra veneers (364). $25\frac{3}{16}$ " h., 21" w., $19\frac{5}{16}$ " d.

Admiral. high fidelity

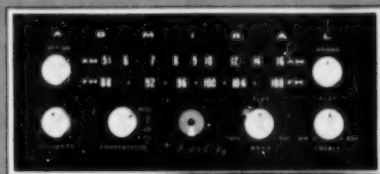
to gratify your taste in cabinetry and performance



THE CARLYLE. 20-watt AC amplifier, 12" woofer, $5\frac{1}{4}$ " and 4" midrange, and $3\frac{1}{2}$ " tweeter. 4-speed record player, separate bass-treble controls "loudness" control. In Grained Mahogany (382) and Blonde Oak (383) finishes and Sierra Veneers (384). 30" h., 34" w., 16" d. **THE ESSEX.** Same as above plus 8-tube drift-free FM-AM radio. In Mahogany (402) and Blonde (403) grained finishes and Genuine Sierra Veneers (404).



THE BARCLAY. Hi-fidelity 8-watt AC amplifier. 4-speed record changer, giant 12" woofer, $3\frac{1}{2}$ " tweeter. Fletcher-Munson "loudness" control, separate bass and treble controls. In genuine Mahogany (372) and Blonde Oak (373) veneers. $30\frac{3}{4}$ " h., $31\frac{1}{4}$ " w., $17\frac{3}{10}$ " d. **THE KENSINGTON.** 15-watt AC amplifier, superb FM-AM tuner in same cabinet as above. In genuine Mahogany (392) and Blonde Oak (393) Veneers.



For Perfect Listening...

Separate, independent bass and treble controls for exact tone reproduction. Record compensator with "Scratch Filter" for old records. Fletcher-Munson type "loudness" control.

THE IMPERIAL. Unsurpassed craftsmanship and modern styling in a fine furniture instrument. Powerful 30-watt AC amplifier system. 8-tube static free FM and long distance superheterodyne AM radio. High fidelity 4-speed phonograph. Balanced 4-speaker system with 15" woofer, 3½" tweeter, 8" and 5¼" mid-range speakers. Plug-in for tape recorder, extra speaker or TV. In genuine Mahogany (412), Blonde (413), and Sierra (414) veneers. 31½" h., 42" w., 18" d.





Admiral eight transistor portable

Plays up to 1200 hours on 12 volt power from eight ordinary flashlight batteries! Tiny transistors replace tubes — never wear out or burn out. "RotoScope" antenna. All-metal case and durable leatherette covering bonderized together for life. Slimline design (2½" deep, 8¾" high, 9¾" wide) makes it a beauty to have — comfortable handle and light weight (with batteries 5½ lbs.) make it a delight to carry.



Admiral slimline six transistor portable

No tubes to wear out or replace! Uses six dynamic transistors that never burn out — require 1/10 the power of regular tubes. Eight ordinary flashlight batteries, available everywhere, play up to 1200 hours. "RotoScope" Antenna for greater signal-pulling power. Slimline design (2½" deep) with all-metal case plus rugged leatherette covering. Weight (with batteries) 5½ lbs.



Admiral super deluxe 3-way portable

A thrilling combination for beauty, style, and performance. Rustproof metal case reinforced with rigid wrap-around band. Grained leatherette cover is scuff-proof, stain-proof and washable. Unbreakable plastic handle with signal-seeking "RotoScope" Antenna molded to fit your hand naturally. "Jewel-Case" front panel in brushed aluminum with gold anodized grille. Weight (with batteries) approx. 6½ lbs. Only 9¾" high, 10¾" wide, 2¾" deep.



Admiral seven transistor pocket radio

Thrill to the Beauty, the Power, the Performance of this mighty seven transistor radio. Enjoy clear strong reception even in remote areas. Smartly styled non-breakable plastic case has plug-in jack for (optional) earphone attachment. "Printed Circuit" chassis insures life-long operation free from faulty connections, short circuits. Plays up to 400 hours on one set of batteries. Beautiful clear-through colors enhanced by lustrous golden trim.

**DEALERS,
I've got
exciting
news
for you!**



It's news about a brand-new, completely different line of electric alarms and kitchen wall clocks that Ingraham's about to introduce. They're only days away and, believe me, you've never seen anything like them. They're new clear through because we developed a way to untie the designer's hands. Drawing on our 30-million motor experience, we came up with the super-silent Ingraham Synchro-dyne motor . . . a motor so compact it permits case styling that never was possible before. The dealers who have had a preview exclaim at the fresh new trim-line styling of these clocks and say that they're sure to set a new high in sales appeal.

So wait before you order your Fall stock . . . wait to see the Ingraham line. It's color-complete, style-complete, and priced to sell on sight. I'm sure you'll agree when you see the line that it's just what the public wants. You can count on us to back you up with all the selling aids you need: colorful display assortments, window streamers, mobiles, newspaper mats, etc.

Sincerely,

A handwritten signature in cursive script that reads "Ed Taylor".

Ed Taylor

Vice President

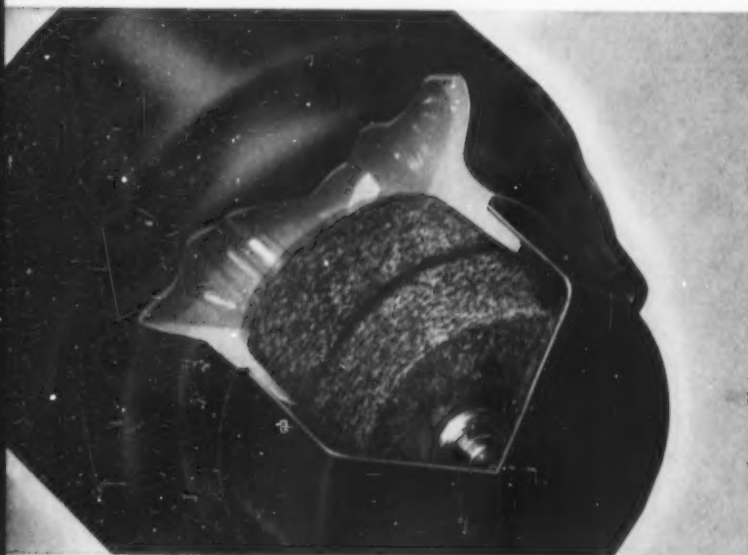
The Ingraham Company

Bristol, Conn.

P.S. The prices of these clocks are right — to sell on sight.



NO SPACE-WASTING COILS ON THIS REFRIGERATOR! It can be built-in or flush-mounted without expensive louvered cabinets. Forced-air condenser at bottom eliminates back coils—"The fastest selling feature in refrigerator design," says a leading Chicago dealer.



G.E.'S EXTRA-LONG-LIFE FAN MOTOR has plentiful supply of oil in this oversize reservoir. "Sealed-in" recirculating oil system continually bathes the bearing in cool filtered oil for a lifetime of dependable service-free operation—a motor that never needs reoiling.

Now G-E fan motor makes

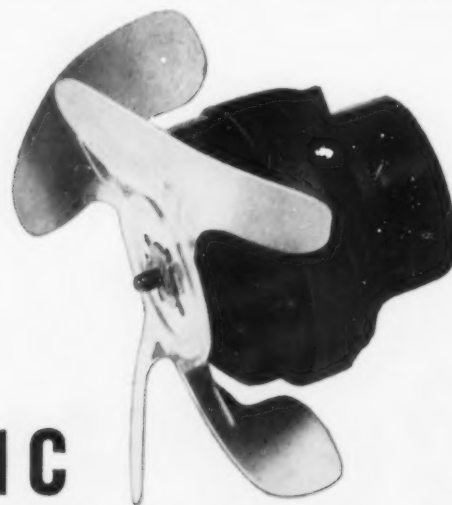
NEW "FLAT-BACK" REFRIGERATORS CAN BE MOUNTED FLUSH AGAINST WALL TO GIVE "BUILT-IN" LOOK!

A maintenance-free, **EXTRA-LONG-LIFE** fan motor developed by General Electric has made possible the design of a refrigerator with no coils on the back! A refrigerator that *sells faster* because it fits snugly against the wall and looks like a built-in unit! A refrigerator that can actually be built into the wall without costly provision for ventilation!

YOU CAN SELL "FLAT-BACK" UNITS WITH CONFIDENCE when they're equipped with the extra-long-life G-E fan motor, because:

- This G-E motor is built to last the life of the refrigerator—its estimated life is three times that of former designs.
- This G-E motor *never* needs re-oiling—"sealed-in," recirculated, cooled and filtered, this oil supply—3 times greater than former designs—is a special type developed for **EXTRA-LONG LIFE**.
- Keeps refrigeration at top efficiency, even on hottest days.
- In addition, the motor runs so quietly you can't even hear it.

THIS NEW, IMPROVED DESIGN will help you make more refrigerator sales. Home owners want the newest—they want the "built-in" look. So ask your manufacturers to supply you with refrigerators with fan-cooled coils. But *insist* on the new G-E long-life fan motor—*available to all appliance manufacturers!* General Electric Company, Section 632-8, Schenectady 5, N.Y.



SPECIALTY MOTOR DEPARTMENT

GENERAL  **ELECTRIC**

es

space-wasting condenser coils old-fashioned!



Amana
 "Stor-mor" Food Freezer



On modern
 freezers

DULUX® meets the exacting requirements of today's topflight manufacturers



"DULUX" ENAMEL

Better Things for Better Living . . . through Chemistry

**America's leading
 home-appliance finish**

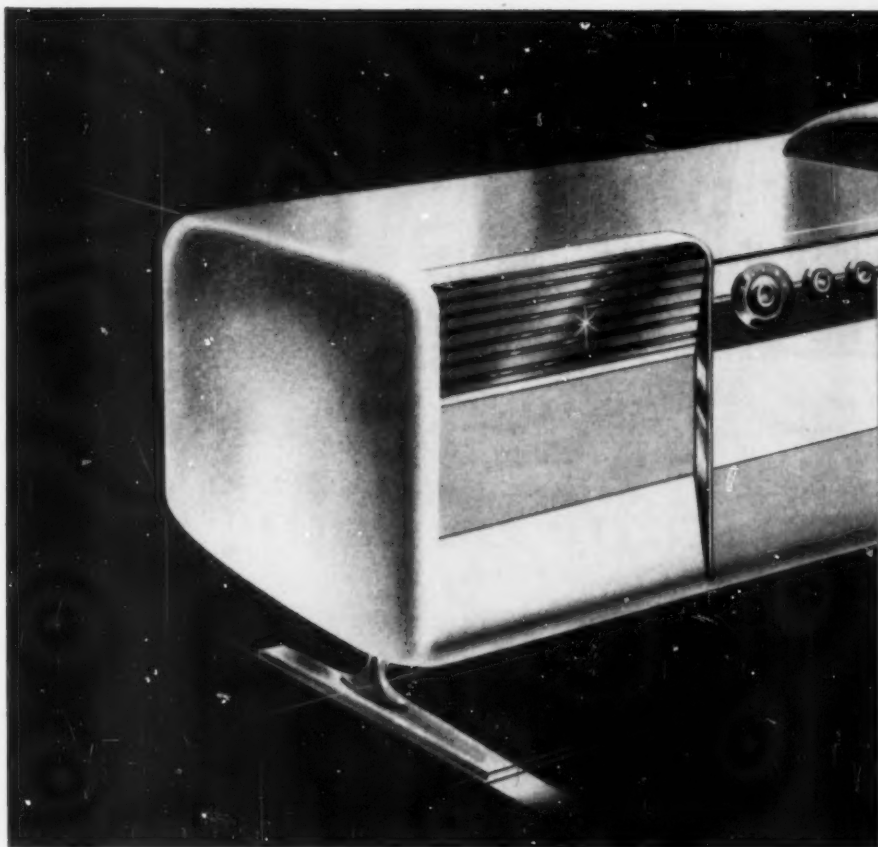
Over 53,000,000 major home-appliance units now in
 service are finished with Du Pont DULUX Enamel.

LEADING APPLIANCE MANUFACTURERS know that durable Du Pont DULUX is a finish of *consistent* quality. Every shipment of this fine finish meets the *same* rigid specifications. And that's just one of the important cost-cutting, sales-winning advantages that DULUX offers.

Constant research by Du Pont chemists has resulted in a finish that gives more rugged resistance to chipping, cracking, scratching and staining. Application costs are lower, too—without sacrifice of quality appearance and dependable performance.

DULUX keeps its flawless appearance after years of constant use in the home. Its easy cleanability, resistance to wear and long-lasting whiteness help build the continued customer satisfaction so vital to the success of any appliance line. *No wonder so many of today's topflight appliance manufacturers use Du Pont DULUX Finishes.*

E. I. du Pont de Nemours & Co. (Inc.), Finishes Div., Wilmington 98, Del.

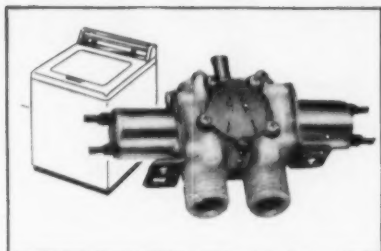


TOMORROW'S APPLIANCES

*... what will
their control
problems be?*

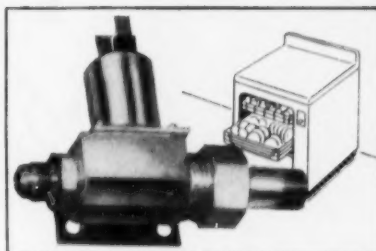
Homes of tomorrow may use washer-dryer-ironer combinations like this. Their success will undoubtedly hinge on many new automatic features. In the control of liquids, Dole Valves made practical many automatic operations that were thought impossible in today's appliances. Their contributions to future advances will be equally important. Perhaps they can do the same for your projects.

DOLE assistance helped make these products better



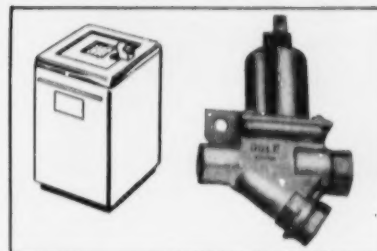
AUTOMATIC HOME WASHING MACHINES

Dole Water Control Units were developed for the first automatic washing machines to turn water on and off, control rate of flow and mix water to desired temperature. Dole Dispensers are also being used to store and automatically dispense fabric conditioner materials at a predetermined time.



AUTOMATIC DISHWASHERS

Dole Single Solenoid Shut-off Valves turn water on and off and control proper flow rates for washing and rinsing. Incorporated in this valve is the Dole Flow Control. Dole Dispensers are also used in automatic dishwashers to store and automatically dispense water conditioners at the proper time in the cycle.



AUTOMATIC WATER COOLERS

This Dole Single Solenoid Shut-off Valve with built-in Flow Control eliminates surging and controls the flow of drinking water regardless of variations in the line pressure. This inexpensive solution to an old problem is another example of the engineering ability and manufacturing facilities available to help you with your problems.

If your products or projects involve problems of fluid control—flow rate, mixing, temperature control, shut-off, dispensing—Dole Valves may provide the practical solution you are after. Too, the simplicity and lasting dependability of these valves mean finer products, greater customer satisfaction.

Control with

DOLE®

Additional information about these or other Dole Solenoid Operated Valves may be obtained by writing:

THE DOLE VALVE COMPANY

6201 Oakton Street • Morton Grove, Illinois
(Chicago Suburb)

Another SYLVANIA



The Traffic Building Sylvania Promotion of the Month for September

Yours to offer FREE!

A purse-size bottle of MY SIN Lanvin Perfume

An introductory offer to your customers for just coming in to see Sylvania Slimline and a demonstration of Sylvania HaloLight.

For full details, call your Sylvania Distributor today

Sylvania will bring consumer traffic into your store with an all-out national advertising effort on the amazing MY SIN LANVIN Promotion.

**LIFE • POST • NETWORK TV • STORE DISPLAYS • DIRECT MAIL
LOCAL ADVERTISING**

Join forces with the leader in TV today

TV *first!*

Full 21" ^{*}110° Portable TV

\$199⁹⁵[†]
ONLY

*21" overall diagonal, 261 sq. in. viewable picture; 17" overall diagonal, 150 sq. in.
†Manufacturer's suggested retail price

The Sylvania Californian
MODEL 21 P101



EASILY THE HOTTEST SET IN TV TODAY!

Slimline Styling...only 13³/₄" deep

Powerful S-110 Chassis...for greater fringe performance

Grow today with **SYLVANIA**  *...TV's fastest moving line*



STUDEBAKER TRANSTARS

widest horsepower choice in 1/2-2 ton trucks

6 WAYS BETTER THAN THE NEXT BEST TRUCK!

- 1 **Better economy**—long life, low operating costs, easy maintenance add up to more profit per mile.
- 2 **Better payloads**—trucking's biggest cargo areas, model for model . . . high payload-to-weight design.
- 3 **Greater comfort**—designed-for-driving cab, enclosed safety doorstep, safety dash pad.
- 4 **Easier control**—cross link variable ratio steering, better braking for safer, faster runs.
- 5 **Smoother ride**—two-stage springs, hydraulic shock absorbers standard equipment on light-duty models.
- 6 **Better deal**—from break-in to trade-in, starting with low, low prices!

LET YOUR STUDEBAKER DEALER
PROVE IT TO YOU NOW!

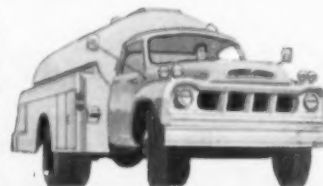
Hand-pick your performance in the 100-hp spread between Studebaker's thriftiest Six and Biggest HD V8

Eight Transtar power-and-performance choices cover every trucking job from multi-stop delivery to cross-country hauling! Super-saving Sixes start at 92 hp;

brawny V8s go all the way to 192 hp—premium engine features standard on Heavy-Duty V8, optional on other V8; 4-barrel carburetor option, too. V8 or Six, each of 80 Transtar models gives you famous Studebaker dependability and mile-by-mile operating thrift that pay off in more runs per month, more profit per run!

'57 TRANSTAR 2-TON HD 3E40

Handsome new Transtar line brings new heavy-duty "muscle" to the 2-ton field. Up to 19,000 lbs. GVW, 35,000 lbs. GCW. New Torque Star 289 V8 with premium heavy-duty features. Four wheelbases, 131"-195"; HD 4-speed transmission, 15,000 lb. rear axle, 6-stud HD wheels. Six ways better than the next best truck!



Studebaker-Packard

CORPORATION



Where pride of Workmanship comes first!

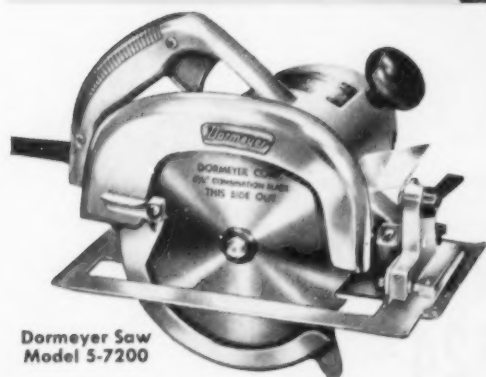
Dormeyer is First Again!

WITH THE ONLY

5-Year Guarantee on Power Tools



The Dormeyer Golden Crown Guarantee... against defective workmanship or material for a period of five years on any one of these great Dormeyer Power Tools!



See your Dormeyer salesman — get the complete facts now. Cash in on this powerful sales tool. You can sell Dormeyer with guaranteed confidence, because your customer can use Dormeyer with guaranteed confidence.

DORMEYER

Power Tool Division
Chicago 10, Illinois

Now! **4** keys to big sales with

They'll help you open the door to a bigger share of the automatic blanket business . . . the business that has DOUBLED in size in the past 2 years!



ALL-NEW A2 BLANKET MODEL

New control . . . new colors . . . new binding!

ALL-NEW PACKAGE DESIGN

Easy to display . . . easy to ship . . . ideal for gifts



LOW, LOW PRICES!

A1 Models start at **\$24⁹⁵***

A2 Models start at **\$29⁹⁵***

*Manufacturer's recommended retail or Fair Trade price.

GENERAL ELECTRIC BLANKETS

ALL-NEW FLOOR STAND DISPLAYS FOR ALL YOUR GENERAL ELECTRIC BLANKETS



New! Space Saver Display

68 inches high, 27 inches wide, 18 inches deep

Full-color header—mounted swatches • Displays 3 blankets—stores 4 • Takes up less than 3½ square feet of floor space • Portable—folds flat—weighs only 12 pounds.



New! Jr. Sleep Shop

62 inches high, 27 inches wide, 27 inches deep

Solid, natural birch • Illuminated header—full color • Displays 3 blankets—stores 5 • Has electrical outlet for demonstration • Rolls on wheels • Use as wall or island display.



New! De Luxe Sleep Shop

62 inches high, 51 inches wide, 33 inches deep

Solid natural birch • Illuminated header on both sides • Displays 12 blankets—complete color range • Swatches and bindings on both sides • Built-in electrical outlet • Rolls on wheels.

ALL-NEW TRAFFIC STOPPER WINDOW DISPLAY



New! "Sleep Happy" Indian display . . . Stops customers outside—brings them in • Fits in window 8 feet to 14 feet wide • Use for counter display, too • Kit contains simulated 3-D teepee and colorful centerpiece, two side displays with easels to hold General Electric Blanket cartons. All in full color.



ALL-NEW, ALL-OUT ADVERTISING PROGRAM

On Television . . . "Cheyenne," today's top-ranking adult western reaches 30 million viewers every broadcast . . . on ABC-TV.

In National Magazines . . . full-page, full-color ads in *McCall's*, *Good Housekeeping*, *Better Homes & Gardens*, *National Geographic*, *Sunset* and *Bride's Magazine*. Also featured in special four-color Christmas advertising in *Life*, *Look*, *Saturday Evening Post*, *This Week*, *Parade*, *Family Weekly*, *Better Homes & Gardens*, *House Beautiful*, *House & Garden*, *Esquire*, *Holiday*, *Better Homes & Gardens Ideas Annual*.

PLUS KEY LOCAL SUPPORT . . . see your local General Electric distributor for the big blanket program for 1957. Automatic Blanket and Fan Department, General Electric Company, Bridgeport 2, Connecticut.

Progress Is Our Most Important Product

GENERAL  ELECTRIC

Is Industry Creating A New Breed of "Bonus Babies"?

THE STARTING SALARIES offered to this year's June graduates give the impression that industry is creating a new breed of "bonus babies." This is the term baseball fans apply to sturdy youngsters whose talent for hitting and throwing gets them payments of up to \$100,000 and other benefits for signing a contract.

For several years industry's demand for young college graduates, especially in science and engineering, has outrun the number receiving degrees. Competition for these young people has steadily pushed up the starting salaries and has induced many companies to indulge in lavish recruiting programs. This year engineering graduates are being offered well over \$400 a month, and even liberal arts graduates find numerous offers at \$400 or more. Only ten years ago the salaries offered senior engineering students averaged less than \$250 a month.

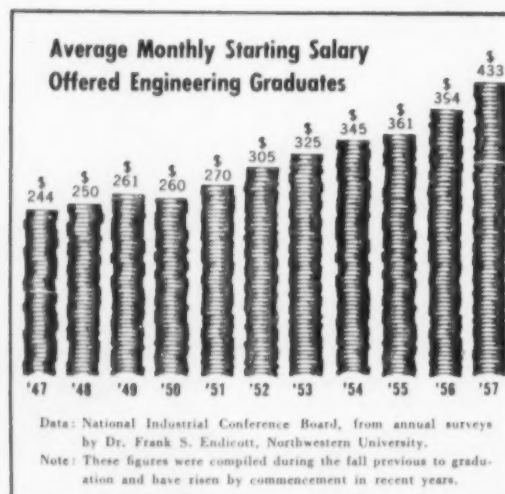
But any employer who assumes that high starting salaries alone will assure him the number of June graduates he wants is likely to be disappointed. A recent study by the McGraw-Hill Classified Advertising Division shows that most young engineers and scientists going into industry are more interested in their opportunities and in a company's future than they are in the size of their first paycheck.

Money Isn't Everything

In the McGraw-Hill survey, 2,596 recently-hired engineers and scientists employed in 57

companies listed the factors they had considered before accepting a position. The replies of the younger engineers and scientists—those with less than five years' experience—have great significance for employers who want to make any impression in the highly competitive market for college graduates.

- **Potential growth of the company** was listed by more young engineers and scientists than any of the 42 other items on the list as a factor that influenced greatly their decision in accepting a position.
- **Challenging opportunity** was second.
- **The company's prestige and reputation** ranked third.



- Progressive research and development program was fourth.
- Starting salary ranked only seventh.

Job and Future Most Important

As a group, the factors relating to the nature of the job, its future and the company's future had by far the greatest influence in attracting young engineers and scientists to their present positions. These include three of the top four attractions—potential growth of the company, a challenging opportunity and a progressive research and development program. Other factors in this group are the company's facilities, quick advancement, self-direction or little supervision, chance to work in a certain field, small size of company and rewards for individual accomplishment.

The second most important group of attractions had to do with prestige. These include the company's prestige and reputation, executive or professional standing and association with leading men in the field. Third in importance were financial considerations—starting salary, regular salary increases, financing of relocation, paid vacations and holidays.

A less important group of factors influencing young scientists and engineers were essentially social. Geographic location and educational facilities in vicinity ranked fairly high. But recreational facilities, suburban or country living, pleasant housing and cultural considerations had little appeal.

Ranking lowest, by a good margin, were factors having to do with security—permanent position; health, life and surgical insurance; retirement or pension plan; and sick leave.

It is interesting to note that some of the factors which influenced the smallest percentage of young engineers and scientists were country club memberships, use of company car, at-cost or low-cost eating place, travel opportunities abroad and being able to buy the company's products at a discount.

A Lesson For Employers

The lesson of this survey to employers who

What Factors Influence the Job Selections of Young Engineers and Scientists?

| Factors Influencing Decision Greatly | Percent Listing Factor |
|---|------------------------|
| Potential growth of company..... | 55% |
| Challenging opportunity | 53 |
| Company's prestige, reputation | 44 |
| Progressive research and development program.. | 41 |
| Geographic location | 37 |
| Permanent position | 35 |
| Starting salary | 34 |
| Educational facilities in vicinity | 33 |
| Regular salary increases | 31 |
| Chance to work on specific project, or in certain field..... | 27 |
| Company's facilities (laboratories, technical libraries, etc.) | 25 |
| Tuition for graduate study..... | 25 |

Based on replies by recently-hired engineers and scientists with less than five years' experience to questionnaire distributed by McGraw-Hill Classified Advertising Division.

hope to recruit more young engineers and scientists is clear. High salaries and other financial appeals are important. But, at a time when high starting salaries are offered in abundance, our young graduates are interested even more in being with companies that will grow and in jobs that will permit them to grow. They are interested in jobs that offer opportunities for advancement, financially and professionally.

* * *

Were the young scientists and engineers who participated in the survey trying to impress somebody with their motives? If so, it could only have been to impress themselves, for all were asked to return their questionnaires unsigned.

This message is one of a series prepared by the McGraw-Hill Department of Economics to help increase public knowledge and understanding of important nation-wide developments. Permission is freely extended to newspapers, groups or individuals to quote or reprint all or parts of the text.

Donald McGraw
PRESIDENT

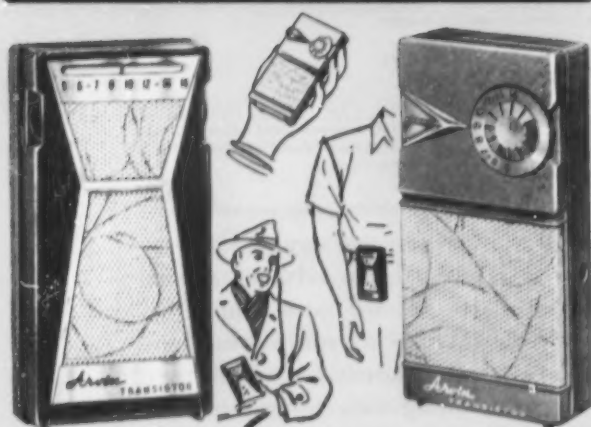
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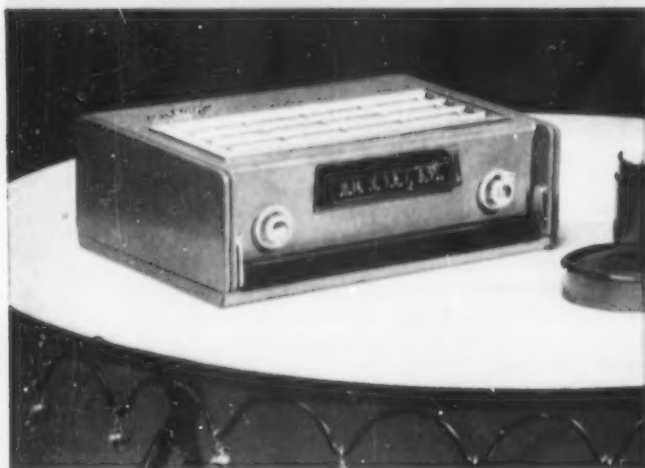
Arvin

**PORTABLE
RADIOS**

**4 transistor sets that
top the latest trend**



TWO POCKET-SIZE POWERHOUSES for hands-free, care-free listening. Each weighs less than a pound. Thumb-knob tuning. Automatic volume control. One long-life 9-volt battery. Pocket clip doubles as easel support. Ear-phone accessory extra. Unbreakable plastic cabinet. *Model 9577* (left) 6 transistors, choice of ebony, Siamese pink or off-white, with gold trim, **\$54.95*** *Model 8576* (right) 5 transistors, choice of black or turquoise, **\$44.95***



7 TRANSISTORS FOR MAXIMUM SENSITIVITY
Serves as table model or portable, with reversible flip-switch dial. Printed wiring. Fashionable luggage-type cabinet in British tan or brown alligator. Our conservative engineers say batteries will last at least a year "in normal use"—but a dealer recently operated this radio non-stop for 2380 hours! *Model 9562*, **\$79.95***



**6 lifetime transistors
in a lifetime case**



Combines greater durability and beauty than were ever possible before. Handsomely colored and textured vinyl is laminated for life to lightweight, shatter-proof aluminum. Stays fresh, unmarred, unscarred, through years of use. 6 transistors. Printed wiring. Off-white or tan with gold trim. *Model 9574*, **\$59.95***

3 brand new 3-way portables!

4 TUBES PLUS RECTIFIER — PRINTED WIRING — AUTOMATIC VOLUME CONTROL



NEW! Arvinyl-on-aluminum case of mar-proof gray tweed plastic over unbreakable aluminum. Magnetenna in handle. Tops in style. *Model 8571*, **\$31.95***



NEW! Fresh appeal for eye and ear! Luggage-type cabinet with leatherette cover in green or light tan. Shoulder-strap included. *Model 8572*, **\$39.95***



NEW! Quality throughout. Lifetime Arvinyl cabinet in red or turquoise leatherette, with gold trim. Magnetenna in handle. *Model 8573*, **\$34.95***

*Portables priced less batteries; all prices suggested retail Zone 1.

...strongest in what SELLS!

Arvin

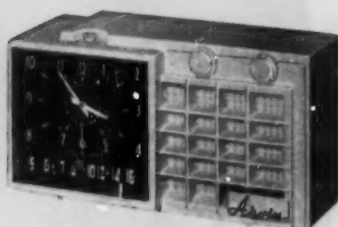
CLOCK and
TABLE RADIOS

• Customers flock to clock models by Arvin!

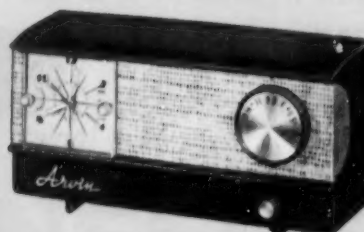
5 TUBES INCLUDING RECTIFIER — PRINTED WIRING — AUTOMATIC VOLUME CONTROL



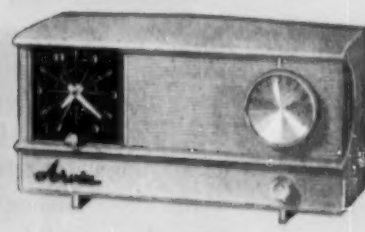
NEW! Panoramic, easy-to-read clock face. Slide-rule tuning. Slumber switch. 1100-watt appliance outlet. Ivory or flame. Model 5578, \$44.95*



Superbly styled and engineered. Slumber switch. 1100-watt appliance outlet. Slide-rule tuning. Pink or Nile green. Model 5561, \$39.95*



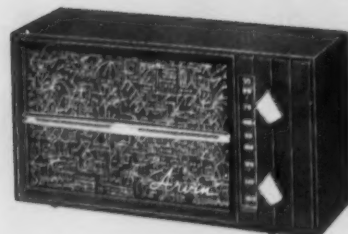
NEW! Refreshing, arresting modern design. 1100-watt appliance outlet, accurate clock timer. Flame or charcoal. Model 5572, \$34.95*



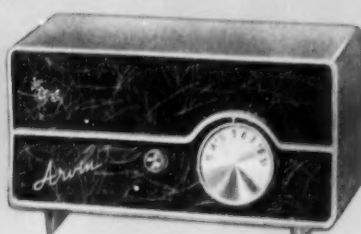
NEW! Budget-priced leader in beauty, reliability. 660-watt appliance outlet. Ivory or willow green. A whale of a value! Model 5571, \$29.95*

• Sales thrive on Arvin table models

5 TUBES INCLUDING RECTIFIER — PRINTED WIRING — VELVET VOICE TONE



Strikingly original design, with 2-tone grille cloth, fanciful knobs. Illuminated slide-rule dial. Colors: ivory or charcoal. Model 2564, \$29.95*



NEW! Fresh, bright beauty in the finest modern trend of radio styling. Choice of two smart colors: flame or turquoise. Model 2573, \$24.95*



NEW! Arvin's exclusive styling and advanced engineering at very moderate cost. Choice of ivory or willow green. Model 2572, \$21.95*

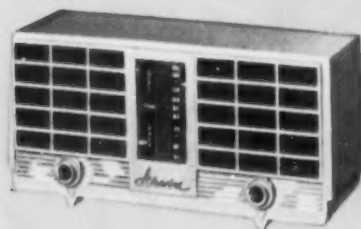


Superb in quality and looks, compactly proportioned, and remarkably low priced. Handsome polished ebony cabinet. Model 950T, \$19.95*

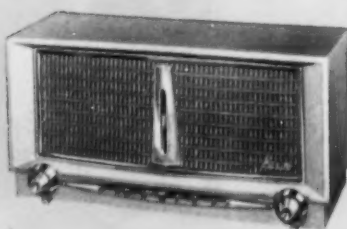
• Peak-value twin speaker radios • 8-tube AM/FM model

TWO 5-INCH SPEAKERS — PRINTED WIRING — PHONOJACK

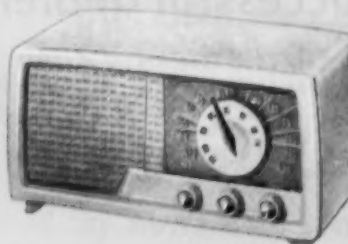
TWO SEPARATE ANTENNAS



6 tubes including rectifier. Illuminated slide-rule dial. Full-range tone control with visual indicator. Ivory or fawn. Model 3561, \$39.95*



5 tubes including rectifier. Illuminated mercury-type treble-bass indicator and slide-rule dial. Turquoise blue or ivory. Model 956T, \$34.95*



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IN MANAGEMENT



IN ADVERTISING



IN SALES MANAGING



IN BUYING



IN CONTRACTING

A KITCHEN DEALER NEEDS FIVE TECHNIQUES

Without a basic knowledge of all five, says Larry Devlin of San Mateo, Calif., no kitchen dealer can be really successful. His proof—25 kitchens in the first four months of the year

By **HOWARD J. EMERSON**

story starts on next page

A KITCHEN DEALER NEEDS FIVE TECHNIQUES

THE function of managing a kitchen business is an around-the-clock, time-consuming, nerve wracking job that at the same time is by far the most important single key to success and profit in this fast growing business, says Larry Devlin, owner of Larry Devlin Kitchens, 415 South B St., San Mateo, Calif., one of the best known kitchen dealer-contractors in the surrounding Bay Area.

"But there is no clear cut formula defining the management of a kitchen business," Devlin states. "It is more a matter of the dealer understanding a few basic fundamentals, then adding experience and leg work."

Devlin's analysis of some of the fundamentals involved in kitchen business management, as reported in this article, are based on his experience as owner-manager of a kitchen business that grossed just over \$250,000 in 1956, and which had completed or in progress 25 fully equipped kitchens for the first four months of 1957—a rate of about 75-80 for the current year.

Producing this volume in complete kitchen remodeling requires special attention to management, says Devlin, mostly because the kitchen dealer must assume operations management as well as business management. Authority for the management of any or all functions of the business could be delegated, he admits, but it is not practical for these reasons:

1. A kitchen contractor-dealership with up to 100 kitchen

ens is inherently a "one-man operation"—it takes a concern handling close to 200 kitchens a year to justify the cost of an operations superintendent.

2. In today's market, with the kitchen business expanding rapidly on all fronts, there is a severe shortage of kitchen specialists, either for installation or sales work, and the training of men to a degree of proficiency that would make them capable of managing installations or a sales crew, is a difficult, long-range and costly venture for any dealer until he passes at least the half-million dollar gross level.

This necessity of being an operations manager as well as business manager of the concern is what differentiates the kitchen business from a straight appliance-TV retail operation, Devlin mentions, and he has the background to make this comparison. Before going into the kitchen business, Devlin was for seven years the sales manager for an appliance-TV distributor.

"The kitchen business is not just a buying and selling operation—as difficult as that business may be in today's market—it involves many 'turning points' other than the cost and selling price of merchandise, points that can effect the profit or loss on any contract," he points out.

Many of the ways in which Devlin has applied management judgment in making his kitchen dealership a profitable and personally rewarding enterprise, is covered in the following word and picture analysis.

A KITCHEN DEALER NEEDS TO BE A PROPRIETOR

A store displays capital financial controls

"The kitchen dealer really has management decisions to make before he is in business," Larry Devlin points out. "He has to decide what type of kitchen specialist he wants to be—and is capable of becoming. If he has a reason—choice, or lack of retail experience—he may choose to be the type of kitchen specialist who confines himself to design and supervision, a sort of architect-contractor. For that operation, a desk, drawing board and telephone—even in his own home—will do.

"But if he wants to be a kitchen dealer-contractor—a full functioning service operation—then he must have a store. And he will

have to know his market potential and his market area well enough to decide to what extent he can go in setting up a 'kitchen salon'.

"How much the kitchen dealer-contractor can spend on his location is a decision similar to that which every appliance-TV dealer has to make in figuring his occupancy cost—except that the kitchen dealer must realize that his store serves a slightly different purpose, that it is more of a promotional tool than a sales tool," says Devlin. "The store will serve as a place to promote the idea of having a modern, complete kitchen, as much or more than it will serve as a point where people will buy. In fact, few kitchen jobs will be closed in the store. Few sales and not too many prospects will be 'walk-ins', and for the average kitchen specialist, off the floor sales of appliances alone will be a minor item.

"But the kitchen contractor-dealer will have to have a location which he can use to supplement his

personal selling—a location easily reached by those who respond to promotions or from referrals, a place where the dealer or his salesmen can bring prospects, a showroom that will develop or increase prospects' enthusiasm for having a complete kitchen," says Devlin. Such a location on a connecting street between two shopping areas of San Mateo costs Devlin 24 percent of his gross volume.

To make full use of his store, and to remain competitive, the kitchen dealer-contractor needs three or four complete kitchen displays, Devlin believes. "He's got to meet the public's need for a place where it can decide whether or not it wants a modern kitchen—otherwise he will lose many opportunities to get a chance at those who decide favorably. He's got to offer interested prospects a place where they can decide what kind of modern kitchen they want—what brand of appliances and cabinets, what materials, what price range. If we don't have the displays in our stores to keep the prospects involved in making a choice then we are offering them a choice of dealers!"

Kitchen displays are necessary, but they are not cheap, Devlin admits. Because a well balanced showroom will present displays as

elaborate and as inexpensive as the breadth of the dealer's market area warrants, a display will cost from \$800 to \$1,600 for appliances and materials, plus labor. At this point, Devlin suggests that kitchen dealer management note the terms of their lease before installing a model kitchen so they are protected in their action and in any changes or removal later.

Obviously, a store and its displays involve the kitchen dealer in money management—but these are only two of many phases of money management in which the dealer will be involved. There is no more important one, Devlin and all experienced dealers agree, than the provision of working capital to handle accounts payable during peak seasons of kitchen building. To go into the kitchen business, the proprietor should have at least \$15,000 in working capital, Devlin believes—and that figure is only for the man who is branching into kitchen business from appliances, plumbing, electrical contracting, etc. For the proprietor who is to devote himself wholly as a kitchen contractor-dealer, Devlin believes that he should have in addition enough capital to provide himself with an income for the first year.

Money management in the kitchen business is more crucial in



CAREFUL USE of working capital is a key to solvency and profit in the kitchen contracting business, says Larry Devlin. Up-to-date record on every kitchen job let's the dealer know where he stands at all times.

some ways than in the retail appliance-TV business, says Devlin. The difference, of course, is in the opportunity for the retailer to finance his stock and then receive cash at the time of sale, and the kitchen dealer's obligation to pay for many of the costs of a kitchen job during its progress. "Unfortunately, banks are not prone to finance a job in progress. They feel that the job is a contract which the dealer may have underbid, and on which he may lose heavily, or a job on which he may be called on to make adjustments, etc., that will delay the final payment," Devlin reports.

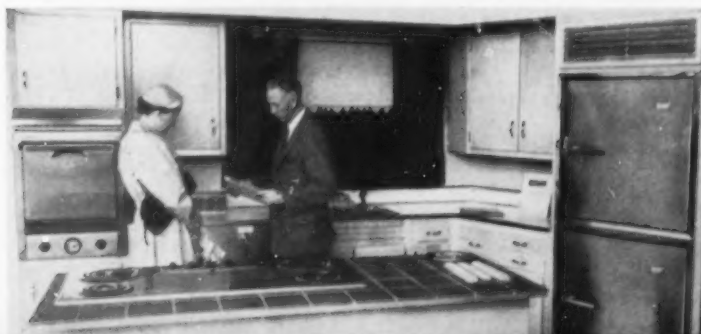
To prevent many of these money troubles the dealer should not take too many jobs at one time and/or stick to a contract basis that provides for payments to the dealer during progress of the job. Devlin

insists that competent management will judge carefully how many jobs can be handled by his knowledge of how much will have to be paid out on each job before completion—and how jobs can be scheduled so that one is completed to provide working capital when required for another. For his own concern, Devlin has alleviated much of this problem by selling his kitchen installations on this contract basis: 20 percent down payment when the contract is signed; 50 percent of the contract price when "the tops are set"—cabinets and appliances installed, counter tops in place, only floor, paper, painting, etc., to finish; 20 percent of the contract price when the job is completed; the remaining 10 percent in 30 days, providing a period of time and a buffer amount for the settling of adjustments.



A FULL-FUNCTIONING kitchen dealer-contractor must have a store that establishes him as important local merchant, provides prospects easy access to displays and his service. Devlin's costs him 2½% of gross.

A KITCHEN dealer must have displays that emphasize the quality and features of the modern kitchens he sells. It is important to establish him in the full-service class apart from "remodelers" working from homes or phones.



A KITCHEN DEALER NEEDS TO BE AN **ADVERTISING & PROMOTION MANAGER**

Frequency media

home shows and contacts

Most kitchen specialists like to boast that most of their new business comes from referrals sent by satisfied customers. "That's an increasing percentage of the established dealer's business," Devlin comments, "but the kitchen man who wants to keep his business growing must serve as an advertising and promotion manager in addition to his other duties. He has to find means of reaching into his market area among thousands and thousands of people to find a regular supply of a few who at that moment are interested or who can be made interested in considering a new kitchen."

Devlin has been successful in promoting "Larry Devlin Kitchens" through four basic media—newspapers, direct mail, home shows, and "open house" at the store, plus tie-in with local real estate agents.

A consistent producer of live leads for Devlin is a series of 1 col. x 4 in. advertisements in the local daily newspaper. These advertisements have produced in direct relation to the frequency of the schedule. "There may be a few prospects who have reached the point of decision that would make them come down or telephone us on the day after a single advertisement was published. But, I believe, with such a big ticket item as a kitchen—and one that requires as much family decision about whether or not to even consider the action—the kitchen dealer is wisest to advertise steadily. His copy may get some couples thinking—then they'll forget about it if there is nothing to remind them. A steady program keeps the idea in front of them, and the dealer's

name and phone number is right there in front of them when they reach the decision to 'do something about it,'" he says.

Another steady producer of leads for Devlin is the local "county fair." Situated as it is, adjacent to San Francisco and populated mostly by a higher than average income, urban families, San Mateo conducts its state supported fair as a "Fiesta." At each Fiesta, Devlin installs a complete kitchen exhibit. He keeps this manned at all hours the Fiesta is open, making good use of the availability of distributor and manufacturer personnel to help supplement his own staff. "I can't over-estimate the importance of keeping the kitchen display manned," says Devlin. "And it should not be for that period when the dealer can expect big crowds. Many couples who have a serious interest in home building or modernizing will deliberately plan their visit for a time when they can look around without being jostled by crowds and when they feel they will have a good chance of finding someone to talk with them about their plans." For a total cost of about \$400 Devlin's display at the Fiesta each August produces prospects over a full year's period.

Direct mail promotion is a regular program for Larry Devlin. He and his staff keep a steady flow of "giant" postcards going into the mail—the 4-color cards supplied to kitchen dealers by the manufacturers of cabinets. Then, Devlin schedules regular mailings to one of two lists: (1) special lists that cover a known type of market (a recent, and very successful mailing went to every name on a special list of high income, executive-owned homes in San Mateo, Hillborough and Burlingame); (2) block mailings arranged by using a "reverse telephone directory." In picking the areas for the block mailings, Devlin selects residential areas which have homes in the age group that makes them logical for

MORE ▶



NEWSPAPER advertising blankets the 100,000 people in Devlin's market area, aims at both immediate and long-range prospects for kitchens. Devlin finds consistent schedule of small advertisements most effective.



DIRECT MAIL is steady producer for kitchen dealers, says Devlin. He manages steady campaign of "block saturation" using giant postcards, supplied by manufacturers, supplements with personalized letters or formal invitations to special lists of home owners with older kitchens.



PERSONALIZED layouts and visuals serve promotional purpose by building prestige of dealer, as well as sales purpose of showing prospect that dealer has interpreted her ideas. Devlin has graduate architect Gertrude Fuller on staff.

kitchen modernization. He also checks the lists to pick only the home owners, eliminating as far as possible the renters.

To both these lists, Devlin sends a letter personalized to the individuals, describing the various kitchen design, counseling and contracting services which Larry Devlin Kitchens offers, and asks to be called in on a professional basis.

From realtors, Devlin hears about homes that are about to change hands—usually hearing about it before the purchaser has

moved into the home. Devlin calls right away, working on the tried and true assumption that the house does not have a kitchen that suits perfectly the woman who is going to move in.

Devlin's success in getting to the buyer in time to suggest modernization of the kitchen before the family moves in gets him many jobs that would be put off as the family got used to the present facilities or found other changes that would necessarily take precedence.

This cooperation with realtors has another sales feature. Often Devlin will be 'phoned by a real estate agent and asked to visit a house which a prospect is considering buying. The family is hesitating to buy a house which otherwise suits their needs because of the necessity of "doing something about that old kitchen," and the fear that maybe nothing can be done about it or that it would be prohibitive in cost. Devlin is able to bridge this gap in the transaction by showing, as a professional

kitchen designer and contractor, what can be done to make the kitchen modern, and about how much it will cost to do it. With such information and a variety of possibilities described to them, many prospects have no further qualms about buying the house. In enough cases to make it a profitable service, these families call on Devlin to remodel the kitchen—sometimes before they move in, often quite a while later when the financial strain of making the move has eased.

A KITCHEN DEALER NEEDS TO BE

A SALES MANAGER

Supervision sales training salesman performance and compensation

Whether he wishes it or not, the kitchen dealer-contractor has to be a sales manager, Devlin states. A minimum size, but full service, kitchen business must have at least one salesman, he insists. The proper organizational balance of even the minimum operation requires that the proprietor's full time go into management and job supervision. What little time he has away from the hourly routine

of coordinating a multitude of functions, can be used in selling—but (1) this selling time is best used with prospects that he knows personally or that have asked for and expect his personal attention and (2) the little time the proprietor has left for selling can't produce enough jobs to keep the concern at its proper level of business unless the owner takes too much time away from supervision.

The number of salesmen a kitchen dealer-contractor can afford to staff depends, says Devlin, on the amount of capital which the dealer has available. To justify his position, and to make enough money for himself, a kitchen salesman should average one sale of a complete kitchen each week. Therefore, following Devlin's for-

mula, if the dealer is financed to handle about 52 kitchens a year—figuring the necessity of making payments during progress of each job—one salesman is his maximum. If he is financed to handle twice that many—figuring a maximum of five jobs in progress at any one time—then he can have two salesmen. Beyond this point, Devlin points out, the owner becomes overloaded with his many jobs of managing and supervision and has to consider the possibility and extra cost of adding a job foreman to his staff.

In seeking the type of salesman best suited for kitchen selling, Devlin looks for at least these five qualifications:

1. The kitchen dealer's salesman should have an appearance and be able to conduct himself in such a manner that he will instill confidence in the prospective kitchen buyer. Many kitchen sales are closed because of the home owners' feeling that they can trust this salesman and his concern to accomplish just what they want in their new kitchen.

2. A thorough knowledge and background of experience in kitchen appliances is an essential

qualification for the ideal kitchen salesman, Devlin believes. The salesman must be able to serve as a counselor to the prospects in their selection of equipment.

3. A general knowledge of building construction is a requirement, he points out. The salesman has to be able to discuss intelligently with the prospects what can and what cannot be done in remodeling a kitchen. He must know the problems and relative costs involved in moving walls, doors and windows and the local code requirements for electricity, gas and plumbing—so the prospect's visualization will be steered away from ideas that would be impractical, over-costly, or against the codes.

4. "An artistic flair" is another qualification Devlin believes the good kitchen salesman should have. He refers to the ability to visualize the layout and design of a kitchen enough to guide the prospect's thinking and to interpret the prospect's needs. This flair, of course, must be coupled with a sound knowledge of the functional so the salesman may suggest, in a general manner, possibilities that are both attractive and adapted to the

type of use which the prospect will give the kitchen. Nothing is more sure to hold a prospect for future selling than the ability of the salesman on the first call to look at an old kitchen, listen to the owner's ideas, and then say, "Why sure we can do something here that will give you just the type of modern kitchen you want"—and back up that statement with enough suggestions of possibilities that the prospect becomes confident that this is the concern and the salesman that will meet her needs.

5. The quality of being "meticulous about details" is an asset the kitchen dealer should look for in seeking a salesman, says Devlin. "The salesman has to take the words 'about', 'almost' and 'nearly' out of his vocabulary and substitute 'exactly'—or the proprietor, designer and others will be messed up seeking the exact dimensions," he warns.

However, unlike some kitchen dealer-contractors, Larry Devlin does not expect or require his salesman to make finished layouts. "There's more than one reason for that," he says. "A salesman's time is too valuable in the field to let him get bogged down for hours at a drawing board. And then, if he has all the other qualifications I've mentioned, it is unlikely that he is suited temperamentally to handling the finished layout."

Devlin's setup in San Mateo provides for these ideas. He employs on a half-time basis, graduate architect Mrs. Gertrude Fuller. To her, salesman Howard Kirby brings a rough sketch, the measurements, and notes on what he and the prospect have visualized as possible ways of remodeling a kitchen. Kirby goes over this material thor-

oughly with Mrs. Fuller, giving her the background on the family—size, income bracket, amount of entertaining, etc., then he goes on his way to sell another kitchen. She prepares semi-finished ideas which are discussed with Devlin and Kirby, then a finished layout—more than one if necessary. Then salesman Kirby comes back into the picture; he takes the finished sketch to the prospect to make the sale, and acts as liaison between the prospect and the designer.

Devlin takes over for the supervision of construction. Once or twice while the job is in progress, Kirby may visit for an "I just dropped by to see how things are coming along" call on the customer to maintain relations. When the job is finished, Kirby has charge of demonstrating the appliances.

Another sales management job for the kitchen dealer is sales training, Devlin points out. He believes the dealer must keep up a steady and balanced program that keeps the staff up to date and at peak efficiency for the jobs they handle. But he does not confine sales training to the salesman alone—he points out that in an organization of minimum size, everyone on the staff is a salesman at many times before, during and after every kitchen job.

As often as manufacturers' or distributors' representatives make themselves available, Devlin schedules meetings at which these specialists can present their product stories and show applications of their products to modern kitchen remodeling. Devlin has in attendance at these meetings, many of the sub-contractors—electrical, plumbing, tile, etc.—with their foremen and many of their journeymen.

This keeps them up to date on the latest developments in kitchen remodeling, and makes them better equipped to handle the appliances and equipment which Devlin uses on his jobs.

But one of the most effective training sessions is that which Devlin holds when a kitchen layout is finished and ready for presentation to the customer. Devlin, Mrs. Devlin, salesman Kirby, designer Fuller get together to discuss the finished layout—Devlin explains that they "try to work in the new kitchen." They check the layout for arrangement, placement of equipment, functional design, selection of products, problems of construction, etc. Their first objective, says Devlin, is to be sure that the overall kitchen they have planned is up to the standards which Devlin has set for any work which carries the signature "Larry Devlin Kitchens." They have to be sure that they haven't volunteered or been talked into a compromise at any point which would eventually cause customer dissatisfaction.

A second objective of the conference over a new kitchen plan is to build up a sales story for presentation to the prospect. And then, the type of "bull session" which Devlin holds over each final drawing serves to prepare the staff for the next job.

Devlin compensates his salesman on a salary plus commission basis. The salary is high, the commission is low, relatively. Commission is paid quarterly, Devlin reports, to level off the amount. "In this business, we may have several completions in one month, and then a month with mostly starts and jobs in progress. A monthly basis of paying commissions would be a

feast or famine for the salesman—not a good idea in managing salesmen, because their enthusiasm tends to ride up and down with the last commission check. So, by providing a liveable salary as a base, and then going to quarters for the commissions, we give the salesman a fairly steady income."

Managing kitchen salesmen involves several objectives, says Devlin. The most important for the manager to consider is "time management." His system is this: The kitchen salesman aiming at closing one complete kitchen job a week should have about 25 prospects at all times—one-third are prospects with whom appointments are set up for the first call; one-third are prospects for whom the salesman is having drawings made for presentation; one-third are prospects on whom the salesman is calling with the final drawing or who are in the closing stage after the presentation of the final drawing.

Devlin's management job is to see that a salesman keeps up his "first third," the supply of people on whom he will be calling for the first time. "It is too easy for a conscientious salesman to get too wrapped up with the other two-thirds—preparing and presenting drawings and trying for closings—and run out of fresh prospects." To help the salesman in this problem, Devlin requires that a file card be made out on each inquiry. Onto this card will go a report on the first call, what discussed, next appointment, etc. Each week Devlin goes over these cards with salesman Kirby and they weed out unlikely prospects, select others on whom they'll "bear down." Then they make their plans on how to get more prospects. **MORE▶**



SALES HELP on location must be made available to salesman, both in the early stages if it is needed, during the closing if it is advisable. Here Devlin brings sub-contractor to prospect to help suggest salable ideas.



SALES TRAINING takes many forms. Devlin brings in suppliers' representatives for regular meetings. Before final drawing is submitted to prospect, staff meets as above to "work in the kitchen," test the layout, be sure it is best possible.

A KITCHEN DEALER NEEDS TO BE A PURCHASING AGENT

Inventory lines prices delivery

Even the minimum kitchen business requires special attention to purchasing, and it is the proprietor's job to manage this. However, purchasing for a kitchen specialty business does not follow the same pattern as that of the organization engaged primarily in merchandising.

The kitchen contractor-dealer maintains inventory only to the extent that it is needed for display, Devlin points out. He sells the cabinets and appliances before he orders them—there is no need and would be no sense in "quantity buying" to get a price, no point in looking for or considering "dumps" at any price. But in their place there are other considerations which the kitchen dealer must give to purchasing if he wishes to be competitive in getting jobs and profitable in his handling of the ones he gets.

There is the matter of what

lines, and how many to carry. Devlin says that any answer to this question is subject to change without notice. At the moment, a kitchen dealer-contractor may choose whether he wishes to concentrate on a few lines for their prestige or acceptance value, or whether he will be an agent for all brands and leave selection up to the customer. Actually, Devlin is doing both. He displays Mutschler wood cabinets, Geneva and Youngstown steel cabinets, Frigidaire, KitchenAid, Revco, Tappan, Thermador and Westinghouse, and does most of his kitchens in those brands, but at the insistence of a customer he will get any brand appliance they wish.

For cabinets, Devlin has found it very satisfactory to concentrate on three lines—a top quality wood line, and two lines of steel cabinets. In addition, he has what he considers a vital connection for the kitchen contractor-dealer—a contact with a good local mill which makes cabinets to order. "We can meet almost any need with the three lines we display. Most of the prospects who have in mind cabinets made to order for their new kitchen can be sold on the advantages of the factory-built line, but we must have the mill connection to hold

the customer who wants a special design, or wants the cabinets in birch, pine or some other wood. And of course, we need the mill to make cabinets for spaces that no regular cabinet will fit."

Devlin believes, however, that important changes are about to take place in the supply of major appliances to the kitchen dealer-contractor. The rapid growth of the kitchen remodeling business during the last three years has at last encouraged the appliance manufacturers to give it serious attention. Should this attention go, as it seems now, toward the development of kitchen contracting dealers tied in with a particular manufacturer's program and promotions, the manufacturers will tighten up on their builder sales departments. Long-established kitchen specialists like Devlin will no longer have their choice of any appliance brand merely by 'phoning the distributor. They may be forced to join the new group of kitchen dealers and become franchised for one or two brands, tying their operations to the programs of their franchised suppliers.

But that is a problem for the kitchen dealer to meet in his purchasing agent capacity when the time comes, says Devlin. Right now his buying depends on personal arrangements with distributors to get lowest possible builder-contractor prices at any time for any quantity, usually one piece. "There is no formula. You just have to go out and work it out with the distributor. With some distributors it is easy, with others more difficult, and with a couple here it is impossible. We have had few problems—

and don't expect any as long as most distributors keep their builder sales departments—because we are licensed general contractors. The trouble comes, I believe, for the kitchen dealers who are not GC's, but who put their jobs in the hands of a general contractor, or handle them 'as agent of home owner'.

"But, even if he is buying his appliances from a neighborhood dealer at cost plus 10 percent—which is a common practice that will have to be straightened out—or getting them from the distributor, it is vital that the dealer know the price that he will have to pay for the appliances because he is signing a firm contract with the home owner. His best bet is to tie up the appliances the day the customer signs the kitchen remodeling contract—then he is sure of getting them at the price he has figured in quoting the job," Devlin states.

As soon as Devlin gets a signed contract, he makes up a bill of materials and places orders for everything needed for that job. Everything is ordered to be delivered by the day before the job is to start. That starting date has been set on the basis of several factors—how soon the customer will be ready for the crew to move in—how many jobs are underway that must be completed before manpower or money can be turned into another job—but most important, how soon the cabinets will be delivered. Devlin never schedules a start until he has confirmation from the factory regarding delivery of the cabinets. At the moment, delivery of wood cabinets from the factory takes up to three weeks. Steel cabinets are available in local stock.



AVAILABILITY of the products he uses in building complete kitchens, plus time lag in starting jobs, makes it unnecessary to inventory more than goods used in displays, says Devlin. He keeps up on what local distributors like Youngstown's Frank Edwards, above, has available.



POSSIBILITY for future jobs, and to keep his concern ahead of field in serving customers' needs, makes Devlin keep eye on new products or new applications. At his linoleum sub's shop, he checks folding door and its salability for kitchen to dining room locations.

A KITCHEN DEALER NEEDS TO BE A CONTRACTOR

Responsibility labor sub-contractors

The end result of the kitchen dealer-contractor's display, promotion, design, selling, is a kitchen under construction—and the dealer who manages everything up to the day of the "start" may have worked himself into a mess of trouble unless he is organized to manage the many operations and many people involved in a complete kitchen remodel. "The kitchen dealer's immediate profit and his business future is at stake on every job he has underway," Devlin points out. "But there is no formula for the successful management of the installation—only a few fundamentals which the dealer must master, plus experience and leg work."

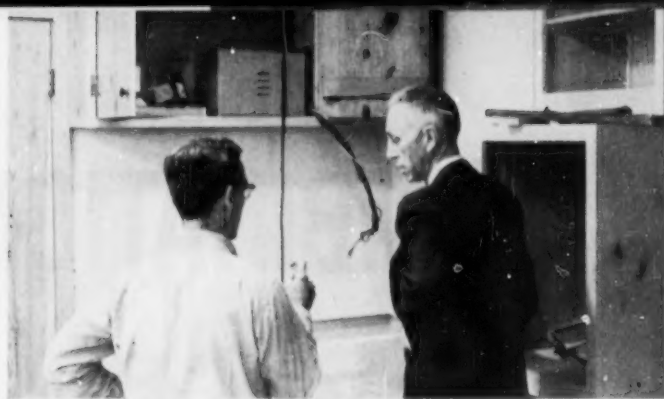
Among the fundamentals is the determining of responsibility for the installation—and the assumption of that responsibility by the person who has it. For Devlin, who is a licensed general contractor, the responsibility is indicated right on the contract—he is responsible to the customer for everything that is done, or not done. For other dealers, and in areas under various other laws and codes, the situation could be different. But, says Devlin, if the present programs of developing kitchen dealer-contractors continues to grow, more and more of the kitchen business will have to go through dealers who, as general contractors, or under some other provision of the law, can take full responsibility for the complete job.

This will be necessary to build the identity of the full service kitchen dealer and to build public confidence in that type of dealer.

How much of the kitchen remodeling job can be sub-contracted depends on the size of the dealer's operation, Devlin states. For the minimum full-functioning kitchen dealership, with 50 to 100 kitchens a year, the dealer cannot expect to handle through his own staff more than the carpenter work, he says. An ideal arrangement is for the dealer to staff two carpenters full time. They are the only trade involved from start to finish of the kitchen. They are needed to clear the old kitchen, open it up for the plumber and electrician, for structural changes such as alterations in walls, moving of doors or windows, etc., to add on soffits and other features, and to hang the cabinets. All other jobs—plumbing, electrical, countertops, tile, sheet metal, plastering, painting and papering, would be sub-contracted.

Devlin manages his installations in this manner, except that he has one full-time carpenter on his staff, with another carpenter available to help on any job when Devlin needs him. The full-time man serves as indicated above, working in many ways as Devlin's right hand man on the job. In many ways, he is a job foreman. Besides construction, hanging cabinets, etc., he sees that the materials are on the job in

(Continued on page 88)



MULTITUDE of jobs come under staff carpenter's jurisdiction—roughing, small structural changes, cabinet hanging, plus important job of being union carpenter on job for various work that prepares way for sub-contractors.



ONE SUB-CONTRACTOR in each field is ideal for the kitchen dealer if he can make such an arrangement. Devlin works with electrical contractor Mauser, left, knows his methods, pricing, etc., and Mauser knows Devlin's needs.



SCHEDULING sub-contractors' arrival at right time during progress of jobs is one of most important management tasks for the dealer as a general contractor. Devlin is at this work each morning before shaving and breakfast.

PROVIDING sub's crews with necessary information in addition to plans is steady job for the dealer who wants to forestall trouble, give sub's advantage of his experience. Here he tells sub how vent fan will anchor to soffit.



FOLLOW-UP by dealer-contractor when kitchen is completed gives him chance to check everything to insure customer satisfaction and his own reputation. Then salesman will turn over new kitchen to customer with demonstrations, etc.



COMBINATION WASHER-DRYER

...New Star in the Laundry

Now that there are eight makers in the field, a mass market for the combination washer-dryer is just around the corner. Here's an outline of its potential and a checklist of current features

By ANNA A. NOONE

FIRST introduced in 1953 when Bendix brought out the "Duomatic", combination washer-dryers, although still in their infancy, are fast becoming star performers of the automatic laundry business.

For the first two years Bendix had the field to themselves, pioneering the market first with its all-electric model, later adding a gas-dryer unit.

It wasn't until 1956, after other companies entered the field (General Electric, Westinghouse, Automatic Washer, Easy, O'Keefe & Merritt, Hotpoint, RCA-Whirlpool and Sears Roebuck, in about that order) that yearly sales figures were made available to the trade. Approximately 102,406 units were sold in

1956, according to the American Home Laundry Manufacturers' Association; and educated guesses put the total number sold in the years 1953 to January 1, 1956, in the neighborhood of 200,000 units.

With eight companies now aggressively advertising, promoting and selling combinations, and with several other companies rumored on the verge of entering the field, expectations for 1957 volume runs high. Predictions range from a conservative total of 175,000 units to 500,000 units for 1957. First five months' sales reported by AHLMA totalling 82,473 units support this optimistic outlook.

Long-range predictions indulged in by

many of these leaders are equally optimistic. In five or ten years from now, many are of the opinion that combinations will pass automatic washers in volume . . . 1963 and 1970 are the years most frequently mentioned for this event to occur. It is also predicted that combination washer-dryer sales will exceed automatic dryer sales as early as 1962.

A conservative forecast of anticipated washer-dryer sales growth made by one manufacturer for the next ten years shows 5,218,000 in use at the end of 1966 (see table).

The general consensus is that the homemaker has already bought the concept of automaticity in handling the family laundry, and the combination just takes her a step further.

One interesting evidence of growing consumer acceptance is contained in a recent survey made by Consolidated Edison, N. Y., "So We Asked The Ladies." This survey of 1531 homemakers, living in old and new apartments in New York City, revealed that 50 percent of them were willing to pay a rent increase if the landlord would install a combination.

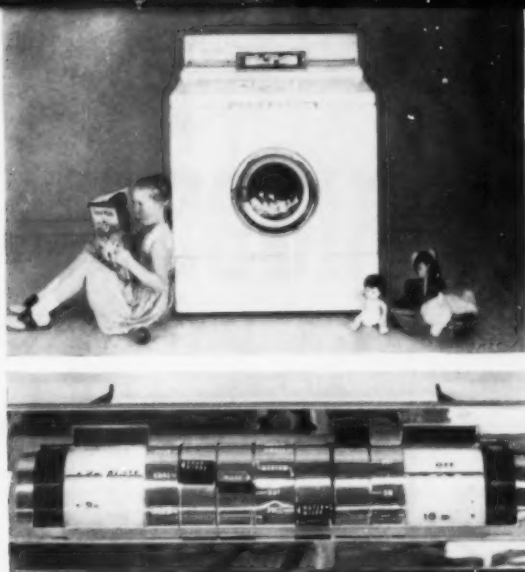
In a recent talk before the Midwest regional gas sales conference of the American Gas Association in Chicago, N. R. Millard, utilities manager for Philco Corp., predicted that combination laundries will eventually take 75 to 90 percent of the total laundry market. Using statistics developed by Crosley-Bendix within the last four years, he said one-third of all combination sales were to families earning \$3,000 to \$5,000; another third to families earning \$5,000 to \$7,500; about 6 percent to families earning \$3,000 a year or less. Only 28.1 percent of the total combination sales went to families earning more than \$7,500 and over.

"Monthly sales of combinations," he stated, "are the most even of any home appliance, with slight peaks in the May-June, (Text continued on page 92)

COMBINATION WASHER-DRYER — 10 YEAR FORECAST

| Year | Wired Homes (Millions) | % Saturation | Number in Use | Net Additions Units | % | Replacements Units | % | Industry Unit Shipments |
|-------|------------------------|--------------|---------------|---------------------|-------|--------------------|------|-------------------------|
| *1956 | 47.1 | 0.4 | 200,000 | 133,000 | 100.0 | 0 | — | 133,000 |
| 1957 | 48.2 | 0.8 | 383,000 | 183,000 | 98.2 | 3,000 | 1.8 | 186,000 |
| 1958 | 49.3 | 1.3 | 617,000 | 234,000 | 96.4 | 9,000 | 3.6 | 243,000 |
| 1959 | 50.3 | 1.8 | 917,000 | 300,000 | 93.3 | 19,000 | 6.1 | 319,000 |
| 1960 | 51.3 | 2.5 | 1,307,000 | 390,000 | 91.7 | 35,000 | 8.3 | 425,000 |
| 1961 | 52.3 | 3.4 | 1,773,000 | 466,000 | 88.5 | 61,000 | 11.5 | 527,000 |
| 1962 | 53.3 | 4.4 | 2,340,000 | 567,000 | 85.7 | 95,000 | 14.3 | 662,000 |
| 1963 | 54.2 | 5.4 | 2,933,000 | 593,000 | 81.1 | 138,000 | 18.9 | 731,000 |
| 1964 | 55.2 | 6.4 | 3,539,000 | 606,000 | 76.0 | 193,000 | 24.0 | 797,000 |
| 1965 | 56.2 | 7.6 | 4,257,000 | 718,000 | 75.5 | 233,000 | 24.5 | 951,000 |
| 1966 | 57.3 | 9.1 | 5,218,000 | 961,000 | 75.0 | 320,000 | 25.0 | 1,281,000 |

*Made prior to availability of actual 1956 figures.



THE PHILCO-BENDIX "Duomatic" is available in gas or electric dryer models in a choice of three colors. Gas models feature exhaust-type dryers, and electric models have water condenser type dryers. With "Magic Keyboard" control it is possible to preselect hot, medium or warm water for wash as well as soak and rinse periods. Dryer timer on keyboard provides up to 90-minutes of drying, and dial shows remaining cycle time.



WESTINGHOUSE Wash-N-Dry laundromat, has two control dials with a signal light above each to indicate when in use; the electric drying unit is a water condenser type; A "weigh-to-save" door with scale; water saver buttons to measure water; hot and warm water selector on washer dial, and pre-soak are other features.



HOTPOINT's washer-dryer has two control dials plus lighted pushbuttons for selecting water temperatures and drying temperatures. A built-in water heater, separate on-off master control switch and fluorescent lamp are other features.



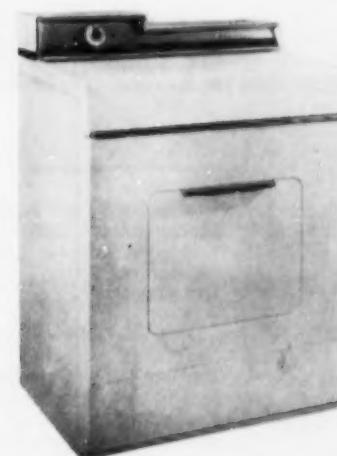
GENERAL ELECTRIC's free-standing model WD660 features an automatic dual cycle for delicate and normal wash loads. Automatic lint and moisture drainage; automatic built-in water heater and a "drip-dry" setting on the dryer are other features.



With the **RCA-WHIRLPOOL** combination clothes are washed in a stream of filtered water. The exhaust-type electric dryer provides up to 180 minutes drying and has five temperature settings: high, medium, warm, delicate and air. A built-in water heater is another feature. This washer-dryer has a built-in dispenser to mix bleach or bluing automatically with the wash water before it comes in contact with clothes. The solution is simply poured into the dispenser which is concealed under a hinged cover on cabinet top. Under the same cover is a built-in dryer lint screen which can be removed easily for cleaning.



EASY's washer-dryer combination is only 27 inches wide. It features a single dial for operating washer and dryer; a flexible "autostop" push-button control with an automatic dual cycle for synthetic and regular wash loads. A sliding type temperature selector provides hot and warm wash water as well as 4-stage dryer temperatures.



O'KEEFE & MERRITT's gas, blower-type dryer combination has a single dial control that operates both washer and dryer plus three selector switches for selecting water temperature, water quantity and for various degrees of dryness. Dryer automatically compensates for temperature, humidity and water retention of fabrics.

KENMORE's "Turbo-Matic" features filter-stream wash action, an exhaust type 8400-watt electric dryer with five drying temperature settings. A single Magni-Lite dial operates washer and dryer. Other features include an automatic built-in water heater, a bleach dispenser, and lint screen at top; "load-a-door", and a sun-fresh lamp.

FOR A CHECKLIST OF WASHER-DRYER FEATURES TURN THE PAGE →

CHECKLIST OF 1957

| Company Models Tradename | Type Washer | Type Dryer | Capacity Clothes | Washer Controls | No. Rinses | Dryer Controls |
|--|---|---|---------------------|---|---|---|
| Easy CDF | Front loading; tilt-tub tumb-l-lator | electric; water condenser; automatic dual cycle for synthetic & regular loads | 10 lbs | flexible; "auto- stop" pushbutton control set for 2 to 10 min. wash; rinse & spin sequence automatically pre- determined | 4 rinses: 2 deep, 1 spinaway, 1 spray | automatic 4-stage dry cycle: 1st @ 5000-w "hot", 2500-w "warm"; 2nd 2 min. cooling; 3rd 2500-w both settings; 4th cooling |
| General Electric Undercounter WD-560P | front loading; tumbler | electric; water condenser; automatic dual cycle for delicate & normal loads | 8 lbs | flexible; push- button master control has set- tings for delicate and 0 to 10 min. normal | 5 deep rinses | flexible automatic dry selector; "drip dry" setting; 4000 watts |
| Free standing WD-560P | " | " | " | " | " | " |
| Hotpoint LY-1 | front loading; tumbler | electric; water condenser; timer control & push-button selector | 8 lbs | 2-cycle Wond-R- Dial, 1 to 15 min. for normal load, 1 to 6 min. for delicate fabrics | 3 deep rinses for regular wash; 2 for delicate | timer dial; pushbutton bank gives 4-temp. drying |
| O'Keefe & Merritt | front loading; tumbler | gas; blower type dryer with automatic elect. ignition | 8 lbs | flexible; 1½ min. to 18 min. from delicate to hard to wash | 5 rinses: 3 spray, 2 deep | timer on dial provides 5, 10, 15 & 20 min. drying; automatically compensates for temp., humidity and water retention |
| Philco-Bendix "Duo-Matic" CGV-C (gas) CGR-C (elec.) | front loading; tumbler | electric uses water condenser; gas dryer is exhaust type | 8 lbs | "Magic Keyboard" has washer timer; soak cycle to 6 min.; wash to 11 min.; water miser provides 3 fills: full, med. & small | 3 rinses: 1 flush, 2 deep; warm, cool or cold | timer dial provides up to 90 min. drying; turns to indicate remaining time; electric 4000 watts; gas 19,000 Btu |
| CGV (gas) CGR (elec.) | front loading; tumbler | same as above | 8 lbs | flexible; includes soak or pre-wash setting | same as above | timer control provides up to 90 min. drying; elec. 4000 w; gas 19,000 Btu |
| RCA-Whirlpool | front loading; horizontal tumbler with "filter stream" washing action | electric; exhaust type | 10 lbs | flexible; up to 10 min. washing time plus 19 min. | 3 complete lukewarm rinses | timer control provides up to 180 min. drying; 5600w; 250 cfm fan |
| Sears Roebuck "Kenmore" "Turbo-Matic" | front loading; tumbler with filter stream water action | electric; exhaust type | 10 lbs | flexible; up to 10 min. wash time plus 19 min. | 3 complete recirculating rinses | timer control provides up to 90 min. drying; with 8400 w unit |
| Westinghouse Wash-'N-Dry Lundromat WD-3 | front loading; "Revolving Agitator" | electric; water condenser | 8 lbs | flexible; wash from 11 to 2 min. has pre-soak & water saver | 3 deep rinses | timer control provides up to 100 min. in 10 min. inter- vals; also automatic dry control |
| | | | | | | |

COMBINATION WASHER-DRYERS

| Dryer Temps. | Controls Location | Machine Width | Special Features |
|--|-------------------|----------------------|---|
| sliding type temperature selector provides 2 settings "hot" & "warm"; controls wash water and dryer temperature | cabinet front | 27 in. | single dial operates washer & dryer; self-cleaning lint screen; pre-wash cycle setting, also manual operation setting |
| separate dial; 2 fabric, 5 settings; "delicate", "normal", infinite temp. range within limits of fabric settings | cabinet front | 30 in. under counter | two control dials, 1 for washer, 1 for dryer; automatic lint & moisture drainage; 2 wash temps.; automatic built-in water heater; drip dry button |
| " " | " | 30 in. free standing | same as WD-560P plus porcelain cover |
| separate dial plus lighted pushbuttons; may be set from 5 to 90 min.; pushbuttons provide high, med., low, & tumble-only | back-splash | 31 in. | two control dials: 1 for washer, 1 for dryer plus lighted pushbuttons for each operation; separate on-off master control switch; built-in water heater; fluorescent lamp on backsplash |
| fabric-calibrated temp. dial provides 1-6 settings | back-splash | 36 in. | single dial controls both operations plus 3 round selector switches for water temp., water quantity & various degrees of dryness |
| one low temp. setting | back-splash | 36 in. | "Magic Keyboard Control" operates washer & dryer; preselects hot, medium or warm water, also presoak cycle; on-off switch & dryer timer; red signal glows when washer is on, blue when dryer is on; gas model is vented, has lint trap at top; automatic water heater on CGR-C; all models have pump protector, fluorescent lamp, water miser, soap door at top |
| one low temp setting | top rear | 36 in. | 3 lighted controls provide hot or warm wash water; washing control and drying timer |
| drying temp. dial has 5 settings: high, medium, warm, delicate & air | cabinet front | 33 in. | illuminated control panel with combo. wash & dry timer dial; 3-temp. water selector, 5-temp. dryer selector; bleach dispenser and tint screen top right; filter in water system screens out lint in wash & rinse cycle; built-in water heater |
| drying temp. dial has 5 settings: warm, medium, hot, low and air | rear console | 33 in. | single Magni-Lite dial operates washer-dryer; plus 3-temp. water selector and 5-temp. dryer selector; bleach dispenser and lint screen top right; recirculating water filter screens out lint, etc. from fresh water; automatic built-in water heater; Load-A-Door, Sun Fresh lamp available in all porcelain cabinet |
| provides 3-way automatic drying: completely dry for storing, damp-dry for ironing, safe dry for synthetics | cabinet front | 32 in. | 2 control dials: 1 for washer, 1 for dryer; signal light above each dial indicates when in use; "weigh-to-save" door; indicator scale shows load size; water saver buttons measure water; hot and warm water selector on washer dial; pre-wash possible on rinse |
| | | | |

This Growing Soap Business

Somewhere between 5,000 and 8,000 appliance dealers are now selling detergents because they pay a profit and in addition help to build a healthy repeat business

By TOM F. BLACKBURN



NARDA is now in the act with the Wash Well brand shown here by executive vice president A. W. Bernsohn. It sells for \$4.95 a 16-lb box.



PRIVATE BRANDS, like LSD, are available to dealers. Rockford Standard Appliance Co., Illinois, sells 700 to 1,000 pounds of LSD a month.



W. H. ROTH, of Roth Distributors, Milwaukee, has been marketing his brand, Rad, for ten years, claims a per customer net of \$8 a year.

IT was the automatic washer that first interested appliance dealers in the idea of selling soap—or, we should say, detergents.

For, when a washing is rinsed the globules of soap that have not dissolved catch in the fabrics and cause a mess. With water of some degree of hardness in 85 percent of the United States this happens quite a bit to automatic owners. It was logical that dealers see that the owners of their washers use synthetic detergents, which would dissolve in the hard water.

Today, between 5,000 and 8,000 appliance dealers in the United States are selling packaged detergents to their customers. This is a small number when you realize that there are 279,440 grocers and 56,009 drug stores in the United States doing the same thing. The amount they sell is trifling in comparison to the Soap and Glycerine Producers Association of America's estimate that the first nine months of 1956 saw 989,289,000 pounds of soap sold and 2,064,507,000 pounds of detergents.

NARDA is Selling Detergents

Recently Harold Rice of the Good Housekeeping Shop, Dayton, Ohio, was made head of a committee by the National Appliance and Radio-TV Dealers Association to look into the possibilities of appliance dealers carrying soap.

The reason was obvious:

Sales were off and appliance dealers were in a mood to listen to something that might only pay for their telephone service in profits,

even if it could never be a big factor in their business.

NARDA made a survey and found that 188 dealers out of 1,000 were in favor of the deal.

Harold Rice had a soap manufacturer's sales manager as a personal friend, and the business was started. Today NARDA members sell a 16-lb. carton for \$4.95. NARDA uses the name, "Washwell." Sales are as often made to close washing machine deals as to build up a repeat business. The operation has been on only two months, but Harold Rice figures that with 5,000 washer customers on his list, if he can sell each one of them a box for six months of washing, it will be a profitable undertaking.

Harold Rice doesn't know it, but if he talked to W. H. Roth of Roth Distributors, in Milwaukee, he would meet a man who has been in the soap business since 1942. Mr. Roth started to distribute soap because he sold Bendix washing machines and ran into the usual difficulty with soap and hard water in the automatic Bendix. About 90 out of 100 complaints were due to soap troubles and he brought out a soap, called "Rad", in self defense. Today the Rad Company has been separated from Roth Distributors, has a separate sales force, but sells around 15 appliance distributors in the country who will each sell from 50 to 75 dealers.

Advantage of Repeat Item

"The idea of selling soap is to get a repeat item to follow the original washer sale," said Mr. Roth. You can sell a pail of Rad on the

same contract as the washer, at \$6.95, and it brings you a gross profit of 23 percent. Here is the arithmetic:

| | |
|--|---------|
| Retail price..... | \$6.95 |
| Cost | 5.35 |
| Profit | \$1.60 |
| Average user buys five pails annually, | |
| Profit | \$8.00 |
| Ten years (life of washer) | \$80.00 |

"If you figure the life of a washer as a ten-year minimum you will find the average annual profit on the sale of a washer to Mrs. Jones, at 35 percent, to be \$3.60 a year. Compare this to the \$8 a year picked up on soap and you find it really worthwhile."

Other people Harold Rice could have talked with were some of the early people in Detergents, Inc., who ten years ago started selling detergents through washer dealers. They believe that between 5,000 and 6,000 appliance dealers today sell detergents and that they will average around \$1,200 a year in volume.

A dealer buys around 1,000 pounds of detergents put up in 25, 50 and 100-lb cartons, they said. On this he makes around 30 percent margin. He gets a private label with his telephone number on it.

There is no competition between the big soap manufacturers and the little operators, on account of the Robinson-Patman Act, which says you must sell at the same discount to everybody (varying only with quantity bought). The grocery trade and the corner

(Continued on page 108)

Sunbeam APPLIANCE CENTER



In today's market Nathanial Cohen of Westfield, N. J., is a maverick merchant because his annual volume in small appliances is \$30,000 and on every sale he grosses

30% or Better

By JOHN A. RICHARDS

Here's how he does it ►



NINETY PERCENT of this window is devoted to an attractive display of 50 electric housewares. New products can be dropped in to entice shoppers.

30% OR BETTER (CONTINUED)

NATHANIEL Cohen is one unique dealer. With simple techniques many other dealers have abandoned in the face of the price steamroller, he's selling electric housewares at full list prices. And he's doing it to the volume tune of \$30,000 a year, all from his Made in America store in Westfield, a suburban community on the southern periphery of metropolitan northern New Jersey.

This "vanishing retailer" has no exclusive, ideal market even though incomes average about \$7,500, run to \$40,000, and he draws on a total 75,000 population, counting Westfield (24,000) and surrounding localities. For he's a stone's throw from New Jersey Highway 22, a hotbed of discounting activity. At least 10 competitors are sprinkled along or near that highway, two to seven miles away in the Springfield-Union area. Another dozen dealers are scattered through the towns immediately bordering on Westfield.

Out of this conglomeration of outlets vying for the same dollar as Cohen, only one seems to be selling electrics at list or near list. This is a lumber firm, which offers its customers low-low lumber prices and has conditioned its customers, through its take-it-or-leave-it psychology, to buy electrics at top prices. With this exception, most area dealers moving electrics are sticking to the general pattern sustaining in metropolitan New Jersey and New York,—anywhere from fifty cents to \$2

in gross profits from electric housewares, with \$5 maximum at the outside.

By contrast Cohen, who works on percentage margins on selling price which average out to about one-third, climb as high as 38 percent, and never drop below 30 percent, is grossing anywhere from \$5 to \$15, depending on the electric housewares item. His firm can actually gross as much as \$1.50 on the sale of a replacement part, of which it stocks some 100 items. This is more than the average dealer grosses on many complete end-product sales.

Starts With Quality

How does he do it? What magic formula has this Westfield dealer evolved?

It is simplicity itself. Cohen is quick to disavow any originality or exclusivity about his basic line of departure in selling.

"We're a quality house," says Than Cohen. "It's not a new concept. It's been kicking around in merchandising for a long time. We may be different in that we put teeth into it. We respect every product we carry. We know each and love to sell each. We therefore can talk them up, demonstrate them, make our customers appreciate and be satisfied with them. When they're not, we take care of their complaints. We even go one step further and take care of complaints originating outside our store. Maybe that's why customers rely on us to advise them about prod-

ucts, hard-to-get or otherwise, and why they'll even ask us to recommend obstetricians and other professional specialists. All I know is, when Made in America has no time for such small courtesies, when it stops operating a quality house, its days are probably numbered."

Everything Cohen does affirms that this is not likely to happen. To buttress his quality approach, he concentrates on the fair-traded-Sunbeam line of electric housewares, a line he's handled since 1942. Added to this is the closely-policed General Electric line. Between them they account for 90 percent of Made in America's annual electric housewares volume. The balance divides between a host of other lines, many of which provide Cohen with specials or price leaders. These satisfy the small percentage of customers who want Made in America quality service, but who want Cohen to bend a little on price. Cohen, however, will not touch any such merchandise unless he can realize a 30 percent margin on every leader offering.

"If I can't make a fair profit on an item," he affirms, "I want no part of it. After all, my non-electric housewares items average 40 percent or better. Why should I let a fraction of my business drag these better margins down?"

For 20 years Cohen has made housewares his specialized business. Even two decades ago, when he started it during the depression



PAINSTAKING COMPARISONS are basic in all sales talks. Manager Jack Cohen here elaborates on the merits of Frypans to Mrs. Irwin J. Silverlight.



OWNER COHEN stocks 100 parts, marks them up 40 percent. His \$1.50 on a coffeemaker pump tops some dealers' take on a new unit.



"WANT BOOK" keeps track of unique customer requests, warns Cohen when stocks are low, speeds up ordering from various suppliers.

years, he cast about for a special something which would give his store individuality. So instead of just opening a 5 & 10-cent store, he opened a 4 & 9-cent store. By 1942 he moved from a modest East Broad Street location to a 20 by 70-foot place down the street. It was then he dropped the 4 & 9-cent designation and adopted the theory, "Never put a 10-cent item in a space where a \$1 item can go." Under this concept of forward-looking merchandising, Cohen took on Sunbeam and then G-E. In 1954 he moved to his present 46 by 117-foot modern shop at 128 Elm St., Westfield. There his streamlined space merchandising allots 90 percent of one front window to some 50 electric housewares items. Another 15 percent of his inside wall and floor space is turned over to three tiers of electrics, and a Sunbeam merchandising display center at the front of the store.

Profitable Omission

In the over-all context of quality merchandising, offered in a store where "service and information is yours at no extra cost," Made in America prides itself on its use of (1) provocative window and in-store display areas; (2) painstaking demonstrations; and (3) a complete stock of replacement parts.

Contrasted with this, there is one single major omission which Cohen regards as positive rather than negative merchandising.

"We operate no service department of our own," he says. "We make no attempt to provide parts which require extensive servicing or the skill of a trained technician. That's a matter for electric housewares service depots."

Short of this specialized staff service, Made in America dedicates itself to expediting the refurbishing of electrics brought in for repair. Customers need only bring their units to the store, whence daily deliveries are scheduled to

(Continued on page 103)



MANAGER COHEN twirls a Sunbeam iron in circles by grasping its cord. It's typical of how thoroughly product features are mastered for proper demos.

HOW TO SALVAGE THE OVER-EXTENDED CUSTOMER

Some people who honestly would like to pay their bills just can't. They've overbought, have too many bills, owe too many people. But you don't want to take a loss and, often, you don't have to because there are ways you can save both the sale and the customer



EVERY appliance dealer who has been in business longer than 30 days knows something about overdue accounts. Most dealers who have been in business for a period of years—and intend to stay in business—have a system for collecting from slow-payers and catching up with skips. But what do you do with a customer who has so far over-extended himself that, even with the best of intentions, there is very little likelihood that he can work out and stick to a plan of payments?

You can, of course, repossess—and take your licking. Or you can help the debtor turn to a source of outside relief and, in so doing, salvage both your sale and your customer.

Once a dealer has determined that the reason for slow payment or non-payment of a just debt is the result of severe over-indebtedness, he should then discuss the problem frankly with the customer, and show him where help may be found to relieve the debtor, and at the same time result in full payment of his obligations.

There are well established lines of relief open to the over-indebted wage earner. The

dealer's credit man can do nothing to change or block off these. It is common sense to steer the debtor towards the program that will be mutually beneficial. Here are some resources for the debtor in trouble, and what they mean to both credit man and debtor.

CASH LOANS: Outstanding debts can be consolidated and a cash loan obtained to pay them off, leaving one obligation. If the loan is obtained from employer, credit union, or similar source, the cost will be relatively small. If obtained from a small loan company, it will be substantially higher.

Disadvantages are that the total debt is usually too large for the debtor to obtain a loan large enough for a blanket settlement; repayment must usually be made in too large amounts for the debtor's budget; and honestly overlooked and unlisted obligations often leave a fringe of troublesome bills added to the loan.

LABOR UNIONS: Many labor unions can assist their members with personal problems, or refer them to competent advisors. The

debtor will probably be more frank with a union official than with a creditor.

WELFARE AGENCIES: A debtor who is actually indigent should be referred to a welfare agency as a matter of human charity. But most involved debtors are not in this class. Their income is normally sufficient and their credit is normally good (or they would not be in debt).

In some areas, such agencies as Family Service and Legal Aid offer assistance to over-indebted workers. They charge little or nothing for their services, since they are supported by Community Chests, United Funds, or private contributions. Properly their services should not extend to long-time involvement in financial problems of regularly employed and basically solvent wage earners. Furthermore, few such agencies could undertake extensive work of this nature without diverting their efforts from other community services for which they are established and supported.

BANKRUPTCY: Any debtor is entitled to relief under the bankruptcy laws. He can file
(Continued on page 97)



Knox Street in Dallas, Texas, is only three blocks long, but the six air conditioning dealers who line it sell 8,500 units a season. That's why it's called...

Air Conditioning Row

By FRED A. GREENE

IF the Dallas city council ever wants to change the name of Knox Street, it could rename it Air Conditioning Row.

Along the three short blocks of this suburban shopping area in north Dallas are six dealers who, in 1956, accounted for 25 percent of the city's 34,000 retail sales of room air conditioners.

Four of the stores sell primarily air conditioners. A fifth specializes in them but moves a large quantity of white goods and TV. The sixth has a general appliance business.

If you were to ask any one of the retailers, all of whom are fierce competitors but good friends, if they would prefer less competition, you'd get a very emphatic: "No!"

As one of them points out:

"It's because there are so many of us that we enjoy good business. The competition keeps us on our toes. We are smart enough to realize that a price war would hurt us all, so we try to get a reasonable profit. With the price issue thus minimized, the close proximity of our competitors forces us to sell such things as features, service, experience, variety of units, store and individual personalities. Contrary to hurting us, competition stimulates our sales and has resulted in attracting shoppers from beyond Knox Street's normal trade area."

Shoppers are well aware of the fact—through advertising and promotion, all heavily done by the dealers individually—that just about any brand cooler is available along Knox Street.

While parking facilities are not as good

as the businessmen would like, there is still far more room than in the downtown area. Lack of parking meters also is an asset. The street is easily reached from nearly any section of Dallas since it runs right off a major 6-lane expressway. Shoppers can park at one end of the street, walk to the other end in search of an air conditioner, and not be worn out from too much strolling.

Knox Street dealers expect prospects to shop. They encourage it, since it helps to publicize Air Conditioning Row. Dealers are thus constantly cognizant of the need to sell away from price. No dealer tries to knock his competitor's reputation, either, for to do so would hurt the street's reputation, not to mention the offended dealer's retaliation.

While it may be true that Dallas is one of the most heavily saturated areas in the country as far as air conditioning is concerned, none of the dealers expects declining sales due to saturation.

"On the contrary," remarks one of them, "we fully expect to find more sales in the future—from persons who haven't gotten their first air conditioner to the person who wants a second or third unit. In addition, there is also the replacement buyer. There are too many homes where central units would be too costly to install as compared to room units. And, of course, there is always the person who wants the latest model. All of us on Knox Street know this. That's why we want no lessening of competition. It's a healthy stimulant to our sales and helps assure that many Dallasites will continue to shop on Knox Street."

For details on how Knox Street dealers operate—turn the page ►

ONE Street, SIX Stores, SIX Ways



CAREFUL planning of displays by Bill Heslop, manager of the Good Housekeeping Shop, and the Brand Names Foundation award shown in the background are two of the store's major selling points.

1 Good Housekeeping Shop is one of Dallas' largest appliance stores. It is also one of the city's most prominent, having won the Brand Names Foundation award in 1956 and being accorded honorable mention on other occasions. In addition, owner Sam Hagy is a former member of the board of NARDA.

With this background and an unusually good display of brand name merchandise, Hagy commands considerable respect which in turn is a major selling point.

Hagy is a firm believer in product knowledge. His salesmen are trained constantly by distributor representatives and at in-store meetings conducted by manager Bill Heslop.

Hagy carries only brand names in his air

conditioner displays and only a few of them, at that. He is more interested in quality and features. The store's service department and reputation is another asset to sales.

Store displays are unusually clean, well-placed according to appliance. Good, even lighting does not put the focus on one item as against another. Window displays are neat and do not block a view of the store's overall floor displays. Potted plants and comfortable chairs add to the beauty of the displays and tend to stress the merchandise' quality and good looks.

"Beautifying your floor," Hagy says, gives you prestige which in turn gives you a selling point away from price and into quality of the merchandise you carry."

2 F. J. Jessup Co. is a newcomer to Knox Street, but nevertheless an important factor along Air Conditioning Row. The firm considers itself a cooling and heating specialist—from auto air conditioners to big central units in apartments and commercial construction.

"This is our biggest selling point," remarks owner Jessup. "We feel we are best equipped to completely advise customers on all cooling problems—as well as heating—and we have the qualified engineers to help a prospect determine his individual needs. Very often customers want cooling first, price second. If a room unit won't do the job, we can install a central unit. And we can do this latter job to tie in to a heating system or we can install a heating sys-

tem with the cooling unit. In other words, we are versatile enough to satisfy any customer requirements."

Jessup is a firm advocate of sales training and product knowledge. He insists his salesmen learn the products thoroughly and because of this, restricts himself to four brands of coolers. In his heavy advertising program, separate ads push auto air conditioning, room units, central units and heating. This avoids confusing ads by running all of them in a single ad. It also allows more readership by spreading inserts throughout the paper.

Another big advantage Jessup has is a large parking lot, something other dealers do not have. Located right off the expressway, the store is easily spotted by the heavy flow of traffic.



KNOW your products, says dealer F. J. Jessup, right. That's why he and his men take time to learn the latest data such as is obtained from this traveling Worthington demonstration van.



FREQUENT checks on his inventory of air conditioners in a bonded warehouse are made by John Jordan. By buying in carload lots he can afford to warehouse and thus have ample units to fill orders.

3 John Jordan Co. is one of the street's dealers whose primary sales are in room air conditioners. Units are displayed year round, though when cold weather sets in, Jordan displays and sells TV.

Owner Jordan is one of two dealers who believe in carrying multiple brands. He stocks 14 of them, though not necessarily each model in each line. He tries to carry the more popular units within a line based on price and competitive quality. For example, if two units are similarly priced, Jordan tries to determine (he admits it's a combination of guesswork and knowledge based on years of experience) which might be the more attractive to a consumer in performance or appear-

ance. This rule of thumb applies to units in both the low price and higher priced categories.

Jordan buys in large quantities. He not only gets considerable savings this way, but he's always assured of having the preferred units close at hand when the heavy selling season materializes. He has some space for storage at his store, but the bulk of air conditioners are kept in a bonded warehouse. Jordan figures it pays to do this. On one line of air conditioners, for example, he saves \$11 per unit by purchasing in carload lots. This easily covers, he points out, warehousing costs which run to roughly \$4,000 in the course of a year.

to Sell Air Conditioning

4 With 12 different manufacturers' brands displayed on the floor and a reputation as the oldest air conditioning store on Knox Street, Avalawn Radio & Appliance Co. enjoys a considerable business from customers wanting replacement units or additional air conditioners for other parts of their homes.

Co-owners Seymour Myers and Archie Cobb firmly believe the best selling point they have is their long list of satisfied users. Direct mail and a heavy newspaper advertising schedule boosting sales and service has helped to maintain the store's reputation.

During the off-season, the firm keeps in touch with the public by a heavy mail campaign offering to clean and storage air conditioners for \$20—a low figure, admits Myers,

but one which allows the store to cover expenses until the selling season begins. Another service offered by Myers and Cobb is the moving of units from one house to another if a customer should move. This is an infrequent thing, the co-owners say, but it's surprising how many persons remember the store because of it. A nominal charge is made.

Decals of the various make units carried are displayed on the window and the door. "This," Myers says, "keeps the passerby aware of our merchandise."

Another selling point is the fact that two window units are hooked up in a sample window setting and adorned by draperies so prospects can more accurately judge the looks of a unit in the window.



SEE HOW it blows! Co-owner Seymour Myers of Avalawn Radio & Appliance Co. has a demonstration unit hooked up as it might appear in a prospect's home—complete with blinds and draperies.



SERVICE is stressed by co-owner John Anderson of Avalawn Radio Service. He's found that satisfaction in this manner often brings in prospects for coolers who might have bought elsewhere.

5 Avalawn Radio Service has two owners—Harold Hedges, who devotes himself exclusively to sales, and John Anderson, who supervises service.

Though its biggest volume comes from air conditioner sales, Avalawn moves a considerable quantity of white goods and TV. Its biggest selling point, however, is the service department operation which is equipped to handle anything but stresses TV and air conditioners.

"By providing good air conditioning service when needed, we get repeat sales as well as sales through satisfied users. Our TV repairs also provide us with leads on air conditioners. We have tried to operate the service department as efficiently as possible, not only to provide the basic income for the business but

to secure satisfaction of the sort that leads to sales," Hedges remarks.

The store is a firm believer in direct mail and sends mailings as often as once a month. Though primarily aimed to secure service business, occasional mailings on special purchases of air conditioners or such needs as filters, the store is able to get good response for sales as well as leads for future contact by phone.

"Though we sell a good number of air conditioners, I am a one-man sales force and I haven't the time to hunt out leads or spend too much time convincing prospects that we have good units. That's why we stress service. If you have enough people happy with your service, they'll be happy to buy from you to assure that service," Hedges points out.

6 Dealer Ed Kellum sells 7 brands, but he makes it a point to offer his variety of units based on what he considers to be the best units in performance.

Since he does not sell white goods and does very little merchandising of TV during the off-season, Kellum has found it profitable to take on 3 exclusive (for Knox Street) lines and push them heavily.

"Because I deal almost exclusively in air conditioners, I am able to demand and get exclusive franchises for General Electric, Philco and Amana coolers. All these brands are good ones with popular names as far as the consumer is concerned. By having the exclusive franchises, I can do considerable sell-

ing to the street's shoppers who prefer these lines," Kellum says.

The dealer believes, too, that when you have an exclusive franchise you thus concentrate and work harder to retain the franchise. Thus, he points out, he concentrates on product knowledge about the lines and becomes an expert in them, as well as air conditioning.

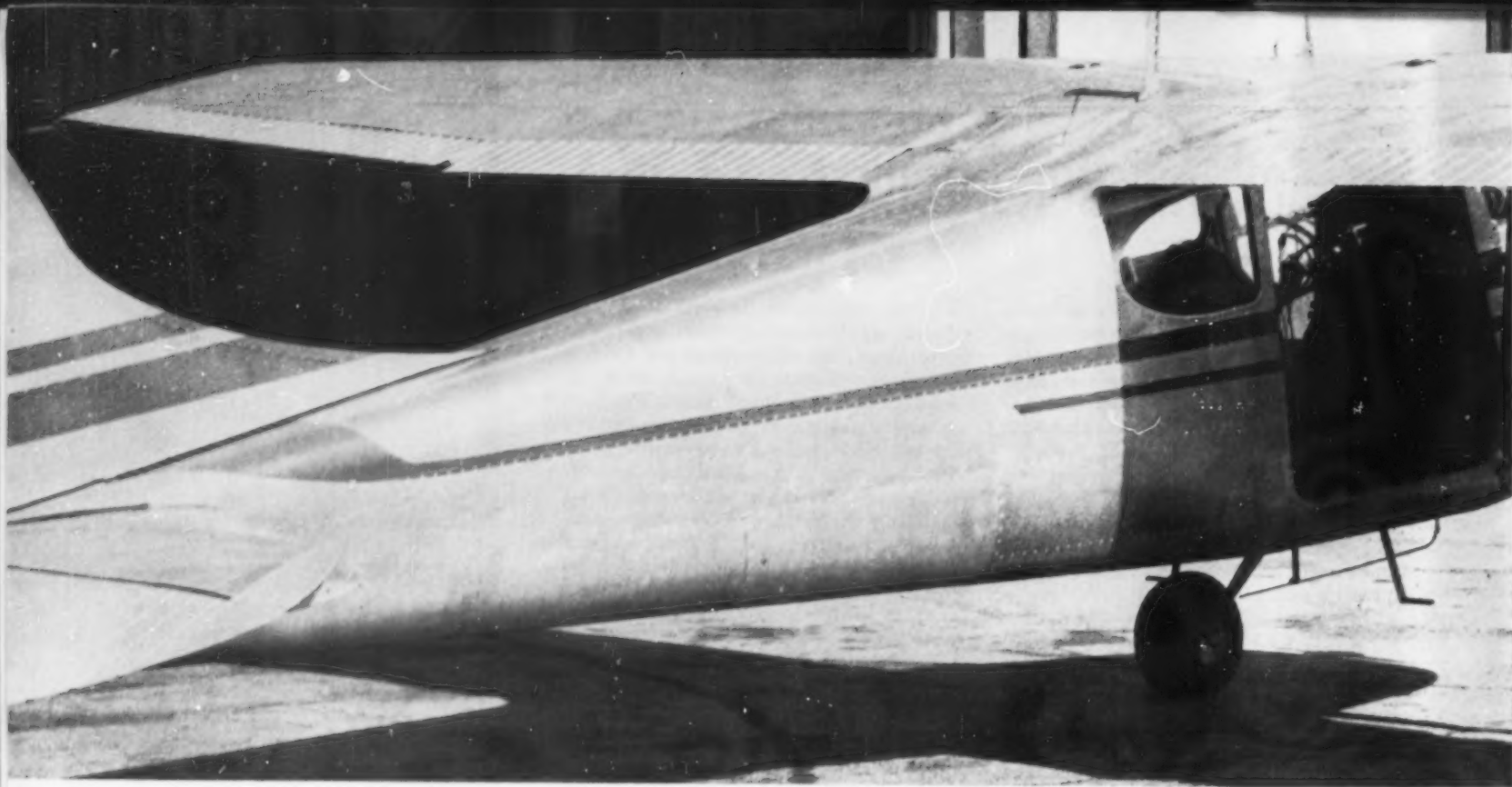
Another strong selling point, aside from being an air conditioner specialist, is the fact that Kellum has been in business for 10 years at the same location.

Buying in January in order to get the best possible prices, Kellum is able to keep that price during the entire year and can, in turn, remain competitive.



HAVING three exclusive brands—a selling point—means that dealer Ed Kellum must work hard to retain this franchise. As a result, he often studies product knowledge in order to sell features.

End



TV Service on the Fly

An airplane is no luxury gimmick for Charlie Hoelck of Westerly, R. I. With it he regularly serves 500 winter residents, 8,000 summer people on Block Island and makes money doing it

EIGHTEEN miles off the coast of Westerly, R. I., at the eastern entrance to blue Long Island Sound, lies Block Island, 25 square miles of rolling farmland, golden beaches and ark-like turn-of-the-century resort hotels. Nowhere among the island's surprisingly elastic population (in winter, 500; in summer, 8,000 to 10,000) is there a television technician trained and equipped to watch over its several hundred sets.

But that doesn't mean that Block Islanders are forced to take their TV on a plug-it-in-and-pray basis. They get service—just as good, just as inexpensive and almost as fast as Westerly's "mainlanders" get—and all because a kid named Charlie Hoelck fell in love with airplanes at the age of eight.

While other boys were exploring the bright new world of the forward pass, the hook

ARRIVING at Block Island airport, Hoelck meets his local contact man and together they transfer sets for delivery and start a day of service calls.

BLOCK ISLANDER gets his new set installed the day after he ordered it. If he later needs service he will get it at regular \$4 rate mainlanders pay.





AFTER ten minute drive from his mainland store, Charlie Hoelck loads airplane with sets and tools for 12-minute flight to Block Island.

slide and the belly flop, Charlie built model planes and daydreamed of blazing dogfights between Spads and Fokkers. In 1941, Mustangs and Messerschmitts usurped the air, and daydreaming became strictly ersatz. The Army Air Corps taught Charlie Hoelck to fly.

Now, in partnership with Ed Adams, who's also a pilot, he operates Avery & Adams, Inc., a Westerly firm solidly established in television and white goods retailing and the design and installation of commercial air conditioning and refrigeration, as well as domestic heating.

Charlie still loves to fly, and by something less than sheer coincidence, Avery & Adams, Inc., owns an airplane—a four-passenger Cessna 170. This is Hoelck's Block Island "service truck." In it, he makes one flight to the island each week in winter, at least two a week in summer—repairing sets in homes

or pulling chassis and flying them back to Westerly for bench work; delivering new receivers and picking up trade-ins.

Local Agent Sets Up Calls

Most of Avery & Adams' television work on the island is set up by a contact man who lives there and is himself something of a TV technician. He takes trouble calls and relays them to the firm. The island contact also sells TV for Avery & Adams, working from spec sheets and using local users. He's paid a commission of 30% of the net profit (price minus cost minus trade-in) on each television sale the company makes on the island.

When Avery & Adams has built a backlog of five or six island service calls, and maybe a sale or two, Charlie Hoelck loads a company truck and makes the 10-minute drive to Westerly Airport, where the Cessna's han-

gared. He transfers the sets to the plane (capacity: three table models and a medium-sized hi-fi phono; or an upright console, one table model and hi-fi), and takes off.

Twelve minutes later, he sets the trim little ship down on the Block Island strip, some 30 minutes from the time he left the store. By boat, the trip would have taken between one and one-half and two and one-half hours.

At the island airport, Charlie and the contact man place the sets in the latter's Jeep, and Westerly's flying serviceman switches from propeller to four-wheel drive to complete his service and installation calls, which often take him around the island.

Back at the airport, he loads the plane with what sets he may have picked up—perhaps a trade-in or two and a chassis which either he or his contact man has pulled (exchange sets are kept on the island to replace the
(Continued on page 106)

WHEN HOELCK returns to Westerly airport he contacts his store office via radio in his truck, can start local calls without returning to store.



FOUR-PLACE Cessna will hold three table models and a hi-fi phonograph. Trip from store to Block Island takes 30 minutes, saves an hour over boat.



DEMONSTRATIONS SELL 350 A YEAR FOR A SPECIALIST

Hi Fi Lab of Cambridge, Mass., sells recorders as high fidelity equipment at prices ranging from \$119 to \$2,000 to both consumers and institutions

By BILL MCGUIRE

FIVE years ago, Ben Corey held a grand opening. He was launching a car radio repair shop in a Cambridge, Mass., basement. Today, his Hi Fi Lab, also in the university city, moves some 350 tape recorders a year in a prestige market largely made up of musicians, music and voice teachers, high fidelity purists, and commercial and industrial firms.

But Hi Fi Lab's tape recorder unit volume is only half the story. The other, and even more significant half, has to do with dollar volume. Corey's recorder stock ranges in retail from \$119 to \$2,000; his average unit sale is for about \$350. This gives the firm a roaring recorder dollar volume of more than \$120,000. How does Hi Fi Lab do it?

"How," asks Corey, "can an oral surgeon charge \$20 to extract a tooth, while an ordinary dentist will do the job for six bucks? Because he's a specialist. We're specialists, too. It's our business to know high fidelity backwards and frontwards. That's why we can stock high priced recorders, push them and sell them in volume to people who really want or really need quality equipment.

"Because we specialize," he goes on, "we can usually get more for our low-end units than the appliance guy around the corner gets for his. He doesn't really understand

tape recorders . . . isn't aware of any great demand for them, and doesn't know how to go about creating one . . . can't quite figure out how to sell them on merit. But he knows one technique that would sell sand in Arabia—cutting the price. That's something no specialist is ever expected to do."

Hi Fi Lab sells high fidelity for exactly what it is—the accurate reproduction of sound. Corey stocks the industry's finest brands, top-priced models. To cover the market, he also buys a few leader units, but rarely sells one. He aims for the prestige market.

The development of Hi Fi Lab's reputation as one of the Boston area's few sources of bona fide high fidelity equipment, service and information has been carefully fostered by Corey. He lectures regularly on hi-fi at the Cambridge Adult Education Center, and from time to time at universities and before trade organizations. He has written three treatises on high fidelity—a fact which he makes no effort to conceal.

The firm's tape recorder market is divided almost equally between residential and industrial customers. Both groups know what they want. With the former, it's pure ungimmicked music—with the latter, utility alone. Recorders are hardly ever bought on impulse at Hi Fi Lab.

In-store demonstration is the store's best tool for making residential recorder sales. Hi Fi Lab is divided into a recorder section and a high fidelity components section. Some 50 speaker set-ups, plus several dozen tuners, amplifiers, FM radios and turntables are wired and ready in the components section. In the recorder area, about 15 machines, including monaural portables, built-ins, stereophonic portable systems and consoles, are kept operational.

With all this equipment at his fingertips, sound department manager Mario Castillo can stage literally thousands of tape recorder demonstrations. He can record music originating from any of the radios or turntables and routed through hundreds of combinations of tuners, amplifiers and speakers. He can play it back through either the recorders' own speakers or any of the free-standing baffles.

Many prospects already have high fidelity systems to which they want to add tape decks or built-in recorders. From Hi Fi Lab's large selection of components, Castillo can often create a temporary hookup exactly duplicating the prospect's own system, demonstrating precisely what the recorder will sound like when it's installed.

To both Ben Corey and Mario Castillo, the stereophonic tape recorder marks high fidelity's furthest advance, and this is the type of unit they sell to customers who want the most accurate reproduction of sound available today.

To those who have plenty of money and no do-it-yourself urge, they push a \$1,470 console equipped to play back stereo through two separate speaker systems, and to record and play back monaural sound. This unit has both radio and record player. Those looking

EDITOR'S NOTE: Preceding articles in this series discussed the sales methods used by a discount house and an appliance-TV dealer. The fourth and final installment describing the techniques which sell 150 units a year for a camera store will appear in an early issue.



RECORDER-HAPPY Ben Carey, owner of Hi Fi Lab, carries a display stock ranging from a \$1,470 stereophonic console to a \$123.95 portable tape recorder.

for both portability and good reproduction are shown three-unit portable stereo systems of two speaker sections and a recorder, listing for \$800 to \$900. Purists who prefer to "build" their systems by buying and wiring the components themselves can "go stereo" at Hi Fi Lab for about \$300 (\$130, if they're willing to listen with earphones).

At every opportunity, and in almost any price range, Corey and Castillo push stereo because they believe in it. Their best method of demonstration is built around special stereo demo tapes canned by leading manufacturers. One particularly effective tape begins with a history of recorded music from the 1900's to the present day, follows up with a layman's explanation of the stereophonic principle, and concludes with the sound of a DC-7 flying overhead, recorded so realistically that listeners instinctively follow the invisible

airplane's path with their eyes.

Several times a year the firm holds stereo recorded demonstrations for selected clubs and fraternal organizations. Castillo, who usually conducts these demos, keeps them on an educational, non-commercial plane. He slips in as much technical dope as he feels his audience capable of grasping, since he believes it impossible to discuss hi-fi in non-technical language exclusively. From time to time, he stops the demonstration tapes he uses to underscore or enlarge on a point.

When he's done, his audience has gotten the entire stereo picture in easy stages. They've heard monaural recording played first through a single speaker, then through two; monaural contrasted to stereo; stereo sent through one speaker, then through the other; and finally, stereophonic sound in all its "you-are-there" glory, played through two speakers.

From these group demonstrations come immediate and delayed walk-ins, as well as immeasurable radiation.

Corey seldom advertises recorders, preferring to sink his ad money into publicizing his hi-fi operation as a whole, and the electronics parts business he also runs. He pivots his recorder business on display, demonstrations, stock (about 60 units are kept on hand) and service.

Hi Fi Lab's head serviceman, John Bettencourt, has repaired recorders of nearly every type. Even expensive units are far from fool-proof, he says, though there's a higher percentage of service incidence among low priced machines.

To begin with, Bettencourt finds cheap recorders poorly constructed. Secondly, the people who buy them expect a great deal from them. The machines must be able to record

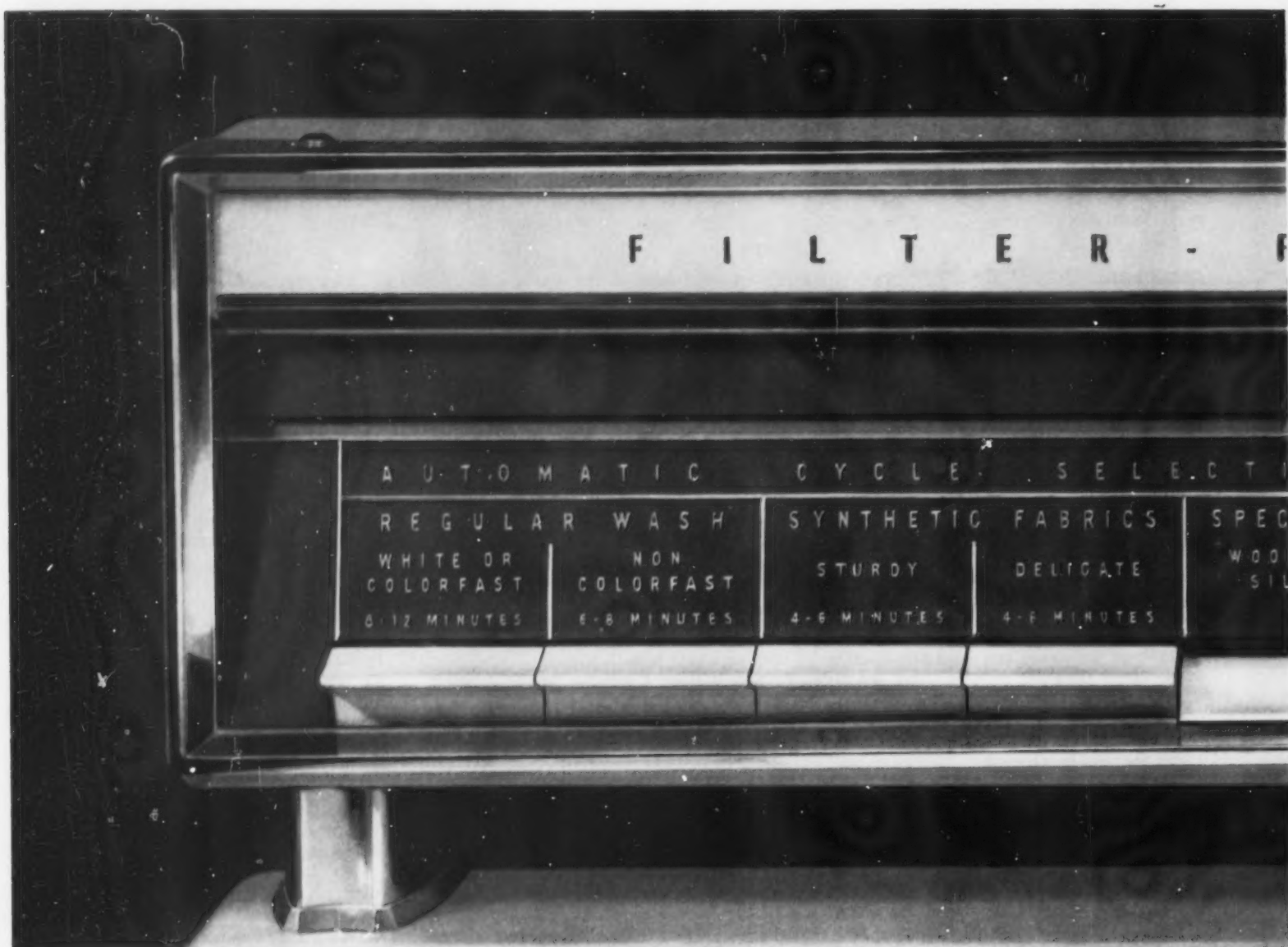
(Continued on page 117)



PRE-RECORDED TAPE library at Hi Fi Lab includes 225 tapes, but the store does its biggest volume in blank tapes, of which it stocks as many as 100,000 reels.



SERVICE PROBLEM—which, with recorders, can be a big one—has been effectively solved at Hi Fi Lab with expert technician John Bettencourt and an estimated \$5,000 worth of equipment.



Announcing completely pre-set washing—the first major

WASH-TO-ORDER FABRIC KEYS IN 1958

Just one key pre-sets all these wash conditions to fit the type of fabric:

1. wash speed 2. wash temp. 3. rinse temp. 4. spin speed

Now the first "pre-set" fabric keys join Filter-Flo Washing in the pace-setting 1958 General Electric Filter-Flo Washer.

As simple and convenient for women as pushbutton driving, these Wash-to-Order Fabric Keys let your customers wash every type of fabric just right at the mere touch of one key. No more guesswork.

General Electric Company, Appliance Park, Louisville 1, Kentucky

Each of five key settings pre-selects automatically the right combination of wash and rinse water, wash and spin speeds to take best care of clothes.

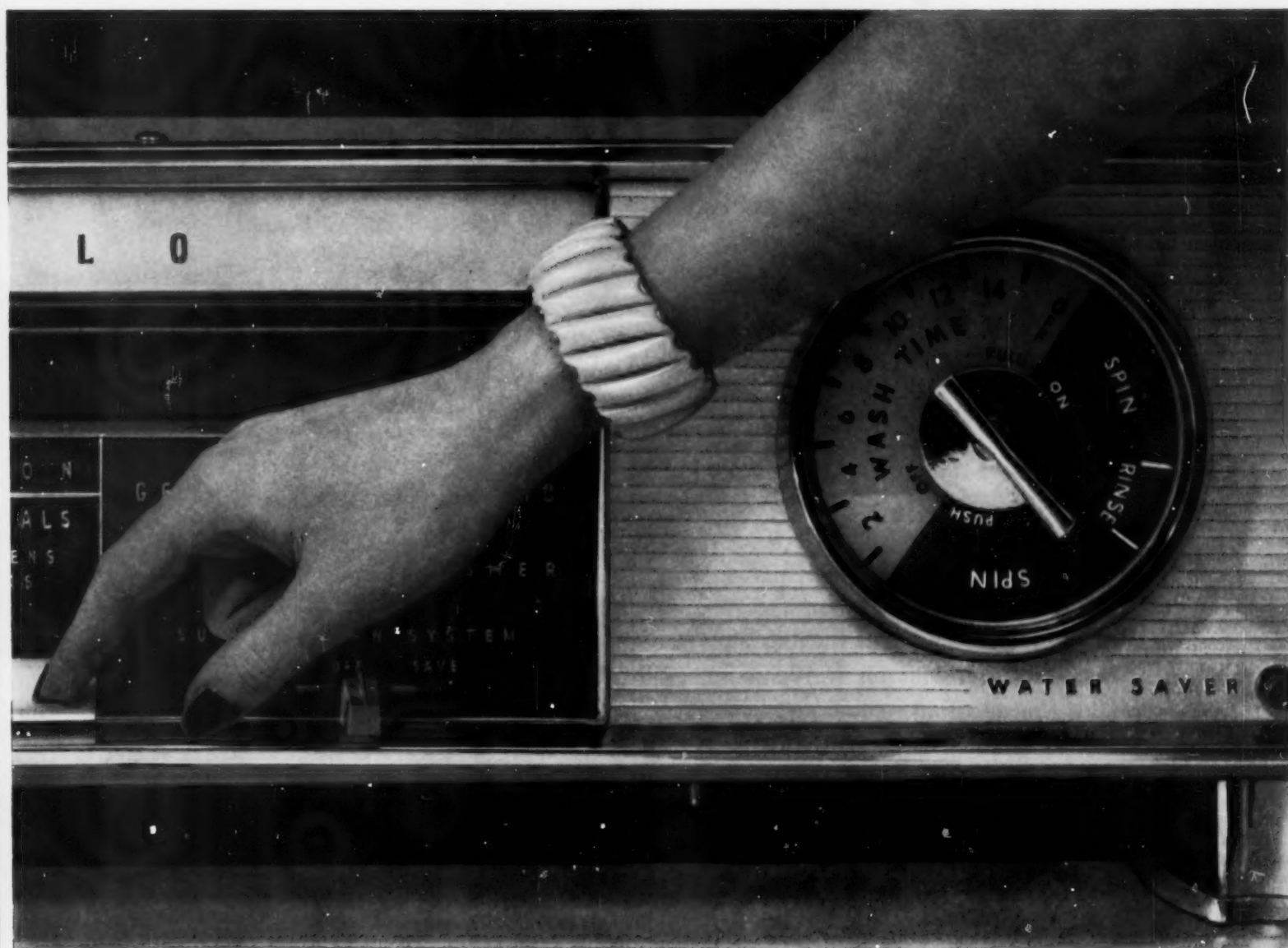
Point out these advantages: synthetics come out without set-in wrinkles, save on ironing. Clothes won't fray, last longer. Special garments can be washed safely.

Every washable your customer's family wears can be *washed to order*.

Coupled with the original won't-clog filter, Wash-to-Order Fabric Keys give you the surest traffic-building laundry in the business since the Filter-Flo Washer was introduced. Be sure this new washer is on your sales floor when customers ask for it.

More than ever you'll sell **THE NUMBER 1 CHOICE WASHER** **GENERAL  ELECTRIC**

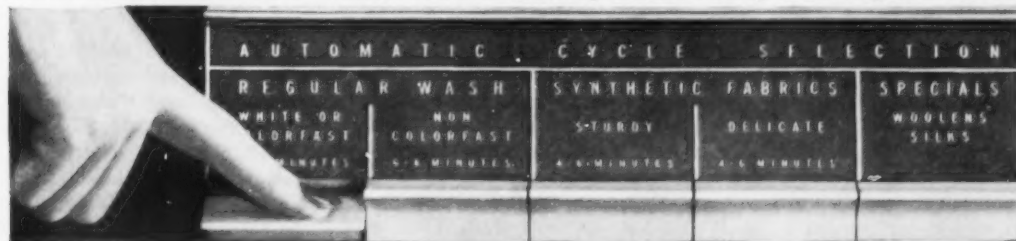
Progress Is Our Most Important Product



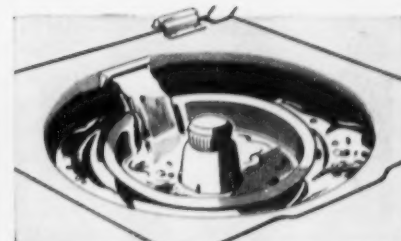
advance since General Electric introduced the filter!

GENERAL ELECTRIC FILTER-FLO® WASHER

Touch one key—clothes are washed to order. Each key selects the right washing combination.



| | FAST | FAST | FAST | SLOW | SLOW |
|-------------|------|------|------|------|------|
| WASH SPEED | FAST | FAST | FAST | SLOW | SLOW |
| WASH WATER | HOT | WARM | WARM | WARM | WARM |
| RINSE WATER | WARM | WARM | COLD | COLD | COLD |
| SPIN SPEED | FAST | FAST | SLOW | SLOW | FAST |



THE FILTER THEY LOOK FOR

No other filter has these easy-to-sell advantages. Removable, easy to clean without brush. Works in plain view, won't clog, won't spill lint back on clothes.

Filter-Flo Washers now come in four price lines. Call your distributor. Display these profit-making new products now.

MAJOR APPLIANCE SERVICE

EDITOR'S NOTE: Preceding articles in this series were *How to Get Started* (Oct. '56), *Repairing Conventional Washers* (Nov.), *Repairing Automatic Washers* (Feb. '57), *Repairing-Rotary Ironers* (March), *Repairing Electric Clothes Dryers* (May), and *Repairing Electric Ranges* (June). Tear sheet copies are available while they last. Write Editor, Electrical Merchandising, 330 West 42nd St., N.Y. 36, N.Y.

7. Repairing

Since cleaners have but one concealed moving subassembly they are among the easiest of all appliances to repair, but each of the three types—upright, canister, tank—has peculiarities of its own

By P. T. BROCKWELL, Jr.

SINCE a major-appliance serviceman usually bends both his back and his brain as he pursues his work, a vacuum cleaner repair call is a welcome breather. No bodily contortions are necessary—you can sit through the entire job if you wish—for this appliance can be centered, any of it within easy reach, in no more space than that taken by a tabloid newspaper. Brain bending is minimized, too, because it is unlikely you'll ever be confronted with a baffling mechanical problem in servicing a machine which has but one concealed moving subassembly.

Components

The one concealed moving subassembly, obviously, is the armature to whose shaft is attached the suction fan(s). (See Figs. 1 and 2.) Those parts as well as a cord set, a switch, and some type of dust receptacle are common to every vacuum cleaner. There are, however, three broad classifications of domestic machines—canisters, tanks, and uprights—each of which has some peculiarities of its own.

Canister Models. In most of these the motor is positioned vertically.

And though many canisters have bags like those in tank cleaners, a few manufacturers have produced bagless types. In at least one of these water is used to filter dirt from

the air passing through the machine. Hence, instead of emptying a dust bag with this model, the user pours off dirty water and refills the cleaner's water pan to its proper level.

Most bag-type canisters are equipped with at least one more filter. (Actually, the bag is one filter.)

Tank Models. Except that their motors are mounted horizontally, these differ little in general structure from the foregoing. And both cloth and disposable bags are used in tank models, most of which also have at least one more filter.

Upright Models. Virtually all upright models you will be called upon to service will have motor-driven floor brushes, belted to a pulley on the armature shaft. Some of the brushes have self-oiling sleeve bearings; others, ball bearings.

The rest of the principal operating parts peculiar to most uprights are a handle-balancing spring and/or a handle locking device (to enable the user to tilt the machine), and a mechanism for adjusting the nozzle to suit various rug thicknesses. The operation of the first two items is too simple to warrant further discussion. Three styles of nozzle adjusters are worthy of mention, however.

One type, which has been used by many manufacturers, comprises an adjustable rear caster which may

be readily raised or lowered by the user to tilt the entire machine slightly and thereby vary the distance between the nozzle and the rug. Another style, also in widespread use, has its front wheel axles attached to an adjustable yoke which may be raised or lowered to vary the nozzle-to-rug clearance. The third general type, used by a few manufacturers, is automatic in that it is intended to adjust the nozzle to the ideal position for the rug on which the machine is standing when its motor is started.

The cleaning tools, though standard equipment, of course, with tank and canister models, are usually listed as an optional accessory kit for uprights. In addition to the cleaning tools, special attachments—such as demothing, deodorizing, paint-spraying, and others—are available for many models.

There is no point in our elaborating upon the minor mechanical features which distinguish one make from another, for we are dealing with one of the simplest of all electrical machines. Indeed, we may define a vacuum cleaner—any make, age, or model—as a powerful electric blower whose suction port is tubed to a nozzle and from whose blast dirt is filtered and deposited into a container.

Simple as this machine is, though, a fellow might find him-

self out on a limb if he doesn't observe certain precautions and use orderly servicing methods. Accordingly, the suggestions which follow are intended not only to highlight such precautions, but also to help you work out methodical testing and repairing techniques for whatever brands you may be called upon to service.

Minor Service

Will Not Start. When you connect and turn on an upright model whose headlight comes on but whose motor remains silent, you can be rather certain that power is reaching the machine and hence the motor may be ailing. In such cases, try shaking the machine from side to side to check for carbon brush failure. If the motor sputters and makes an effort to start, you may consider renewing the carbon brushes and springs, but this is not conclusive evidence that no other trouble exists, for the armature or other related parts may be damaged. For further information on this point, see *Motor Service*.

With that exception—and since a vacuum cleaner cord usually suffers much abuse—you may reasonably suspect cord failure in a "silent nonstarter." This symptom, of course, points also to the possibility of an inoperative switch, worn out carbon brushes, dis-

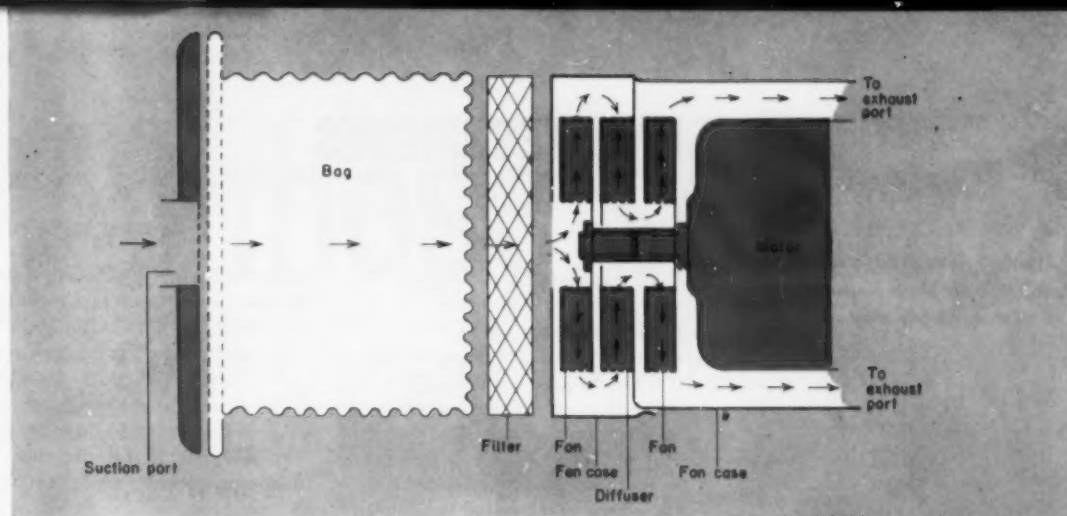


FIG. 1. By following the line of arrows, beginning at the suction port, you can trace the flow of air which passes through the bag and the filter before it enters the fan chambers. Note the arrangement of the multiple fans, typical of many tank and several canister cleaners. The diffuser is a stationary fan which faces in the opposite direction from the others and is fastened to the fan case which surrounds the motor.

Vacuum Cleaners

rupted interior wiring, or even an open circuit in the armature. The last two faults as well as "humming nonstarters" will be discussed later, also under *Motor Service*.

The quickest way to pinpoint cord, switch, or carbon brush failure is to turn on the cleaner and connect it to your portable series tester immediately after making a visual examination of the cord and switch for obvious damage.

If the test lamp lights when you connect a "silent" cleaner to the tester, there's a good chance that one wire in the cord is broken, for in connecting it you might have brought together momentarily the ends of the fracture. If so, isolate the fault to one point or another by using a gentle push-pull motion on the cord, first at one end and then at the other. The lamp will flicker, of course, when you handle the cord near the break. If there is no response when you manipulate the ends, try the same treatment over the rest of the cord. If you are testing an upright, don't forget to include in this test the short cord which connects the motor to the handle wiring.

If the test lamp does not light when you connect the cleaner, check first the switch by clicking it repeatedly—you may get a flicker which would indicate switch trouble. If that brings no response, try shaking the machine from side to side. If this rules out carbon brush failure, do the push-pull test on the cord as suggested in the preceding paragraph. With uprights, having a separable connector in the motor cord, you can readily isolate an open circuit to one of two subassemblies—the handle-switch-cord group or

the bottom assembly. Moreover, some tanks and canisters have detachable cord sets which simplifies making a continuity test with these models.

Most often the foregoing steps will enable you to locate an open circuit. If not, you'll have to expose the switch terminals in order to continue the test. You will then be able to check the cord, switch, and motor separately in tanks and canisters; and the cord, switch, and "down the handle" in uprights.

Cords, burned off at either end, may be cut back and reconnected if the rest of the set is in good condition, but under no circumstances should you splice the cord except in a terminal enclosure.

Switches should be renewed if they are faulty in any respect. Be especially careful that you preserve the original connecting method of two-speed switches.

Shocks. Grounds are likely to occur in a connecting enclosure after an amateur has attempted to service the cord or the switch. In such instances, take time enough to put the job in order—renew or rework whatever is necessary—to eliminate the menace.

Insufficient Suction. When a tank or a canister cleaner's fans run to full speed but there is little or no suction at the hose end, disconnect the hose in order to determine whether the suction is more nearly normal at the intake port on the cleaner. If it is, you can be sure the hose is clogged. If you can see no obstruction in either end and no external evidence of collapsing of the hose, attach it to the blower port, put the free end outdoors, and run the machine at

full speed in an effort to blow out whatever is blocking the hose. This usually works. If not, use an electrician's fish tape to pull out the obstruction.

When one kind of hose begins to wear out, its inner lining collapses and flutters, thereby partially blocking the passage and causing an intermittent lapse of suction. A weak spot, easily kinked and noticeable from the outside, usually reveals such a rupture. Renewal of the hose is the only remedy for that trouble.

Two or three hairpins or the like sometimes wedge crosswise in an upright model's exhaust orifice where they will trap a mass of lint, rug wool, hair, and dirt, ultimately blocking the passage completely.

This fault is no trouble to detect, for the bag will be extremely slow to inflate—if it inflates at all. To clear the passage, merely disconnect the bag and you can pull out the obstruction with your fingers.

Will Not Pick Up Lint and Threads. This complaint is rare with canisters, tanks, and straight-suction uprights because their rug nozzles are usually fitted with a rather trouble-free stationary brush or "combing" device to loosen stubborn particles of lint and the like which do not always yield to suction alone. These parts are readily accessible and quite simple to adjust or renew. Indeed, in most cases where a stationary brush wears out, the user will buy a new one and install it herself. The "comb-

(Continued on page 121)

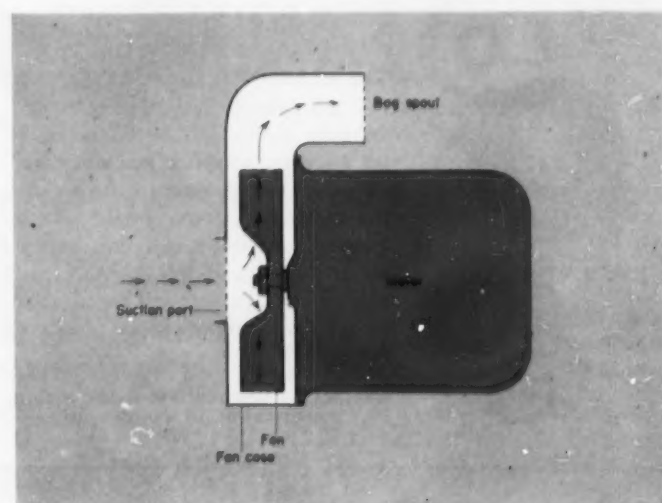
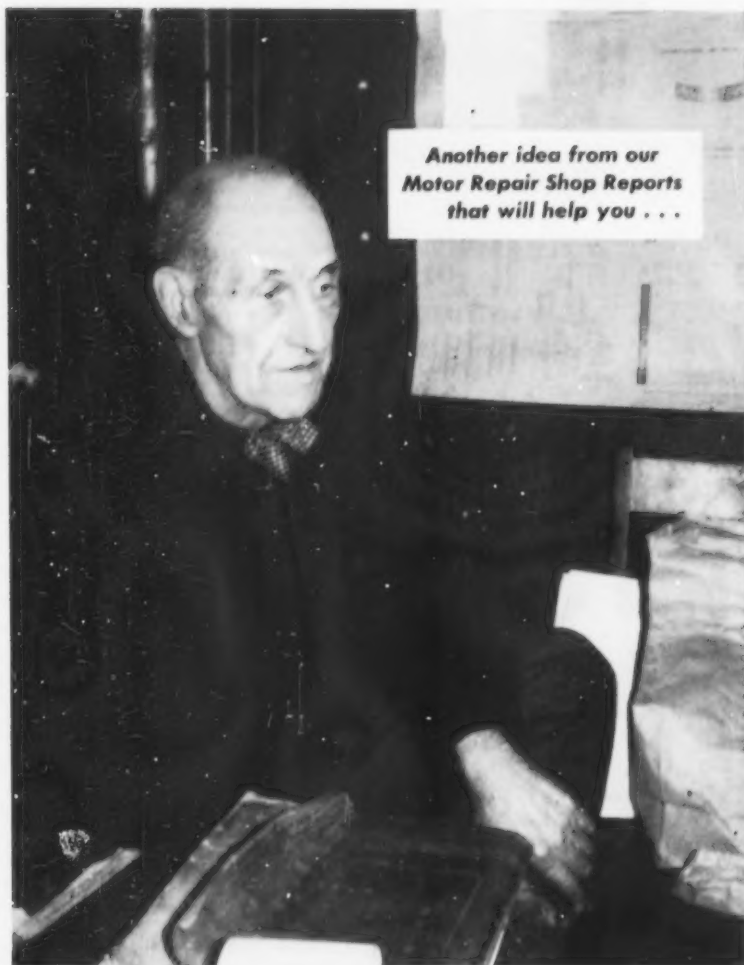


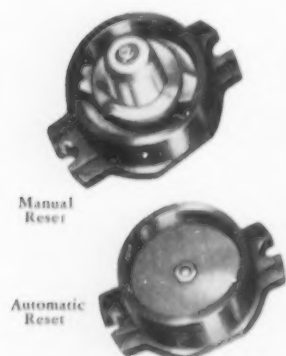
FIG. 2. Characteristic of upright models is the single-stage suction fan design shown in this sketch.



"The KLIXON Protector Is the Most Efficient Motor Protector I've Handled in 30 years!"

SYRACUSE, N. Y.: That's how Charles T. Russell, co-owner of the Russell Electric Co., feels about Klixon motor protectors. He goes on to add:

"It has been my experience that a burned out motor equipped with a Klixon Protector is a rarity."



The KLIXON Protector is built into the motor by the motor manufacturer. In such equipment as refrigerators, oil burners, washing machines, etc., they keep motors working by preventing burnouts. If you would like increased customer-preference, reduced service calls and minimized repairs and replacements, it will pay you well to ask for equipment with KLIXON Protectors.

WRITE FOR THE NEW FREE INFORMATIVE BOOKLET, "THE STORY OF THE SPENCER DISC."

METALS & CONTROLS CORPORATION

Spencer Thermostat Division 2508 Forest Street, Attleboro, Mass.

KLIXON

FIVE TECHNIQUES

STORY STARTS ON PAGE 61

time, checks to be sure that the subs rough in according to the plans. During the job he is on hand or readily available to make cuts or handle other carpenter work when it is needed by the plumber or electrician during the progress of their work. This is a time and money saving technique, says Devlin, where subs would have to wait for a union carpenter to be called in to move a stud or make some other minor change if Devlin didn't have a union man on the job.

Selecting and working with sub-contractors is another management job for the kitchen dealer-contractor. Devlin works mostly with one sub in each field. "This establishes a closer relationship that can be advantageous," he comments. "In the first place, you are then working with a sub-contractor whose men understand kitchen remodeling and with each job you put through him the men become more expert at handling your type of work. This is true particularly in an area like this where a large number of journeymen in every trade have had practically all their experience in new construction with far different problems than those we offer them on a kitchen remodeling job. The sub-contractor works closer with you when he feels that you are not dashing around getting bids on every job that comes up. And it doesn't give the sub a license to overcharge on your jobs either, because as a general contractor you should know the costs in each trade well enough to know when they are out of line. Working with one or two sub-contractors in each field helps, too, with your estimating. You become familiar with the particular contractor's working methods, you know most of his journeymen and how they work, you know his office personnel and his shop equipment, and all that helps in your preliminary estimates."

In selecting sub-contractors, Devlin feels that the kitchen dealer has to work with those who are able to

understand the problems that a kitchen dealer faces in handling a remodeling job. "He must know the importance of having his men at the job on schedule—regardless of the size of the job or the amount of work that has to be done on that trip. He has to be the type of businessman who, while he must make a profit, will keep his prices competitive to help the kitchen dealer meet competition and build a reputation for future work that the sub will share in. And he must price consistently—following a relatively steady markup—not price according to how busy he is. Unless the sub-contractor feels that his relationship with the kitchen dealer is a long range, mutually-profitable objective, then he is not the type of sub to work with," Devlin asserts.

The size of the sub-contracting firm is not critical, except that it should be neither too big nor too small, adds Devlin. The giant firms are not organized to handle a sub-contract of the size that a kitchen dealer offers, while the curb-stoner can't be relied on to have enough men available to take care of the dealer's needs on schedule. Devlin's electrical contractor is a large, but not giant, firm, his plumber is a small but well manned outfit.

Because of his close work with only a few sub-contractors, Devlin does not find it necessary to bring the sub to every job to get a firm price. From the experience of working together on many jobs, Devlin knows how to give the sub-contractors' estimators the exact data they need on position and type of electric service, location of sewer and water lines, etc.—and from the same experience in working together the subs are able and willing to rely on Devlin's data and make a firm price from the plans. When there are conditions that are not normal, the sub is expected to visit the job before quoting a price. On the day that Devlin gets a signed contract, he issues purchase orders to the sub-contractors. End

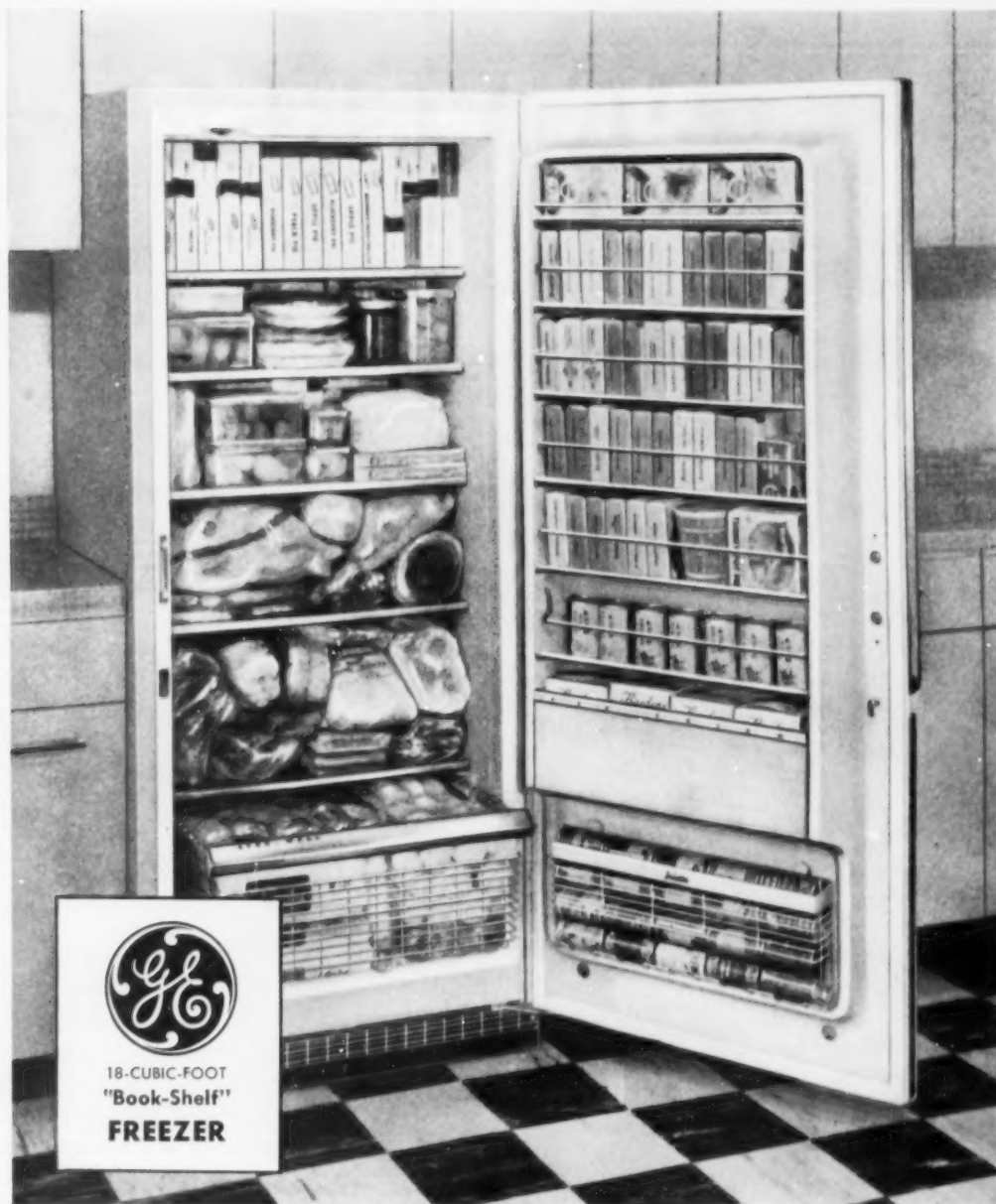
How to Make Money on Hi-Fi

What's the best way to sell hi-fi—as a musical instrument, through hi-fi shows, by tying in with records, through store demonstrations, or with heavy advertising? Properly used, they might all be good—as you'll see in Howard Emerson's Hi-Fi Profit Notebook in the

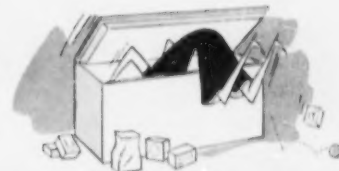
SEPTEMBER ELECTRICAL MERCHANDISING

All these selling points

only in General Electric's "Book-Shelf" Freezer



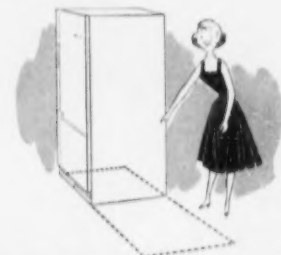
18-CUBIC-FOOT
"Book-Shelf"
FREEZER



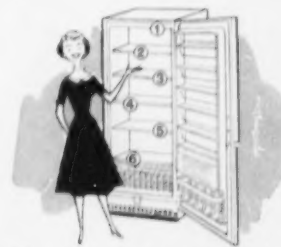
No rummaging . . . food doesn't get buried and "lost." It's up where you can see and reach it easily.



Easy as taking books off a shelf! Puts *twice* as much food within easy reach as a comparable size chest.



Takes only half the floor space of most chests. Only 30½ inches wide . . . fits most kitchens, easily.



Six refrigerated surfaces—not just four "cold" walls, so food freezes faster.

Six more General Electric extras that help you **SELL**

"Straight-Line" Design—fits square into a corner . . . lines up with base cabinets . . . gives a "built-in" look without remodeling.

Magnetic Safety Door—opens easily . . . yet closes securely.

Mix-or-Match Color Choice—lets customer harmonize freezer with kitchen walls, cabinets, other appliances.

Favorite Conveniences—20-juice-candispenser, 2-gallon ice cream conditioner, sliding basket for bulky items, choice of right- or left-hand door opening.

3 Warranties—(1) one-year written warranty

against defective materials and workmanship on entire freezer, (2) four additional years' protection on the sealed-in refrigerating system, (3) three-year written warranty against food spoilage up to \$200 due to freezer failure, or failure to retain adequate low temperature for

48 hours after power interruption.

Preference for General Electric—Surveys have shown that most American housewives believe General Electric makes the *best* electrical appliances—and that's a selling point that's *really* hard to beat!

Progress Is Our Most Important Product

GENERAL  ELECTRIC

get your share of "DOLLARS

with the new

UNIVERSAL

**NO BUMPY
THERMOSTATS**

Big National Ad Campaign

Single or double bed
size, single or dual
controls. All double
bed size blankets can
be used with either
single or dual control
interchangeably.

Priced from **\$29⁹⁵**

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"ON-THE-SPOT" REPLACEMENT POLICY**



FROM DREAMLAND"

Automatic Blankets

*featuring 2 great exclusives that
will help you sell!*



NEW "FLORAL ON WHITE"

A fresh, new decorator styled blanket in white with a pastel floral design to round out a complete color selection. This exciting new blanket may be had in double bed or twin size with single control, or in the new king size with dual controls.



NEW KING SIZE

To satisfy the new trend to oversize beds, Universal Automatic Blankets are available in the new King Size. Zippered up the middle, it may be easily separated into two single blankets, each with its own control for use on twin beds if desired.

AMERICA'S FINEST AUTOMATIC BLANKET!

Famous **UNIVERSAL** *Features Help You Sell!*



New Electronic Control

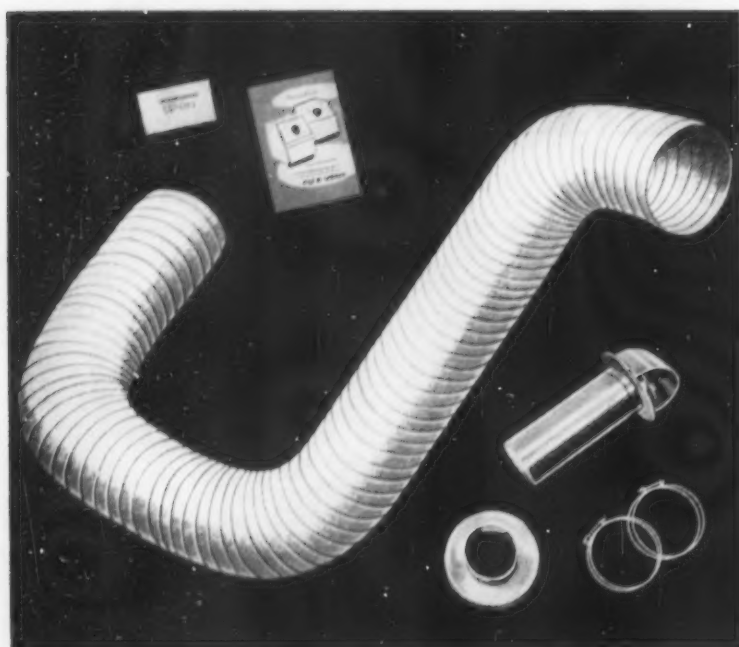
The most advanced control on *any* blanket. More sensitive to temperatures, gives even heat over the entire surface of the blanket, adjusts to any weather change. Operates without old-fashioned thermostats. New super-thin wiring lets blankets drape better.



Miracle Blanket Fabric

Developed especially for Universal, this amazing new blanket material is washable and mothproof. High, luxurious nap and wide, wide bindings for extra beauty. In four decorator colors to match any bedroom color scheme.

LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.



facts about **FLEX-VENT®** kits that explain why they mean extra profits to you

What is a Flex-Vent Kit?

An all-in-one package containing everything needed to vent a dryer — a length of Flex-Vent tubing, a weather-proof aluminum vent hood with automatic damper, an interior wall flange, clamps, screws and directions.

Is venting easy to sell?

Yes. You can sell a Flex-Vent installation with every dryer when you show your customers how venting prevents dampness and untidy lint and fluff.

What do housewives like about Flex-Vent?

They like the looks of this gleaming white fiber glass flexible tubing — it adds to the beauty of the dryer. And they like the fact that it's washable — easy to keep clean.

Will Flex-Vent fit all dryers?

Flex-Vent Kits are made up in four types and are designed to fit all dryers. They are approved by all leading dryer manufacturers.

How does Flex-Vent hold up in service?

Beautifully. In addition to being flameproof, it is also guaranteed not to rust, corrode or break.

What about installation?

You can install Flex-Vent in a matter of minutes. Step-by-step illustrated instructions are included in every kit.

Where can I get further information?

See your appliance distributor or parts jobber — or write Dept. 88.

Flexible Tubing

CORPORATION

GUILFORD, CONNECTICUT • LOS ANGELES 64, CALIFORNIA

THE WASHER-DRYER

STORY STARTS ON PAGE 68

September-November periods."

Comparing gas-dryer types versus electric-dryer models, Mr. Millard said the ratio right now is about two to one in favor of electricity. Of every 1000 homes, 12 use gas and 25 electric. However, in some areas, where progressive gas utilities are actively promoting gas laundry equipment, such as Los Angeles, Chicago, Kansas City, Mo., the gas models outsell electrics.

RCA-Whirlpool in its report to stockholders May 21, 1957, said that two-thirds of the RCA-Whirlpool combination washer-dryer sales have been to families with a gross annual income of under \$7,500; more than 43 percent to families that previously owned a wringer-washer; an additional 15 percent did not own a washer of any kind.

Probably the outstanding feature of today's combination washer-dryers is the amount of floor space saved. Individual washer and dryer appliances installed side-by-side, for instance, occupy four or more feet of wall space, whereas combinations take only from 27 to 36 inches, depending on the make.

The amount of physical labor saved with each wash load is another desirable feature. The combination washes and dries an entire load in a single continuous operation. It is no longer necessary to lift heavy wet clothes from washer to dryer to complete the laundering process.

Even the price (average retail price for 1957 is approximately \$500) compares favorably with the price of two separate laundry appliances. EM's automatic washer average price in January '57 was \$275; electric dryer, \$212 and gas dryer, \$250.)

All 1957 combination washer-dryers employ horizontal or tilted cylinder tubs with tumbler-type washing action. Two models have added a constant stream of filtered water to spray clothes as they tumble.

Dryers are available with electric or gas drying systems. There are two general types of drying action: (1) water condenser type; and (2) blower-exhaust type.

All models are highly flexible in operation. It is possible, for instance, to use the washer or the dryer separately as well as in combination. Single and dual controls, pushbuttons and illuminated control panels provide an infinite variety of flexibility in both washing and drying cycles. For instance, in the wash cycle, at the turn of a dial or push of a button, it is possible to select proper washing time for large, medium or small loads and for delicate or regular fabrics. It is also possible to pre-soak heavily soiled clothes, or to skip that cycle if it is not needed.

In the drying cycle the right temperature and the proper time can be pre-selected for various fabrics from delicate synthetics to regular corduroys, towels etc. Some dryers feature a single low temperature setting, while others provide as many as five different settings. Some have "tumble-only" or "drip-dry" settings; all dryer cycles feature a cool-off period.

Built-in water heaters, water saving meters, bleach dispensers, illuminated panels to keep track of operations; fluorescent lighted backsplashes; filters to screen out lint from wash and rinse waters, are other features. Many models are also available in a choice of colors for exterior finish. End



"WELL, WE CAN'T SEEM TO FIND IT, BUT IT HAS THE MOST UNIQUE DIS-APPEARING ANTENNA."

NEW!
NEW!
NEW!

DOMINION'S top 10

featuring a family of new
**COMPLETELY IMMERSIBLE
APPLIANCES**

with **DETACHABLE
AUTOMATIC HEAT CONTROL**



Open this page...

*And **MOVE AHEAD** this fall
with Dominion*

New

DOMINION proudly introduces a New Line
of completely immersible appliances with...



New!

**ELECTRIC-AUTOMATIC
FRY-SKILLETS**

Cooks family-sized meals without watching or guesswork. Automatic Heat Control is easily detached so Fry-Skillet can be completely immersed in water—handle and all. E-Z Cook Guide. Gleaming "silvercraft" finish. Complete with colorful recipe book. Aluminum cover extra. Model 2250 (11" size)—\$11.95 . . . Model 2255 (12" size)—\$14.95



New!

**PORTABLE AUTOMATIC
ELECTRIC GRIDDLE**

Feeds the biggest, hungriest family—indoors or out. 188 sq. in. of grilling surface. Automatic Heat Control detaches so Griddle can be completely immersed in water. E-Z Cook Guide on handle. Polished aluminum. 23½" long, 12" wide, 3¼" high. Full-color recipe book included. Model 2301—\$19.95



*One heat control
for all!*



New!

AUTOMATIC HEAT CONTROL

Plugs into the new Dominion Fry-Skillets and Portable Griddle . . . provides temperature range to 420°. Easily detached so appliance can be quickly and easily cleaned. Signal light tells when correct cooking temperature is reached. Model 501—\$4.95

New sales appeal...priced to sell fast with full profit margins. Call your Dominion distributor now!

plus these brand new profit makers!



Fully Automatic POP-UP TOASTER

Precision thermostatic control toasts light, dark, or in-between. Current shuts off when bread is toasted. Large crumb tray. Chrome with contrasting trim. Model 1135—\$17.95



2 to 6 Cup Automatic COFFEE MAKER

Brews 2 to 6 cups of delicious coffee precisely to your taste. Makes either regular or instant coffee. No-drip spout, stay-cool handle, indicator jewel, cup markings. Model 1625—\$11.95



Automatic FLAT IRON

Chrome plated with stay-cool plastic handle. Weighs only 3 lbs. Right and left thumb rests. Temperature selector. Heat dial for all fabrics. Model 1040—\$7.95



Automatic POPCORN POPPER

Two-and-one-half quart capacity. No stirring or shaking necessary—just add cooking oil and popcorn. Popper shuts off automatically when corn is popped. Handy measuring cup included, shows exactly how much popcorn and oil to use. Model 1711 (Automatic)—\$9.95
Model 1710 (Non-automatic)—\$6.95

PLUS these new DOMINION Imperials!

Automatic Coffee Maker

Polished aluminum with contrasting anodized base. Brews 4 to 10 cups of regular or instant coffee. Flavor regulator, indicator jewel, graduated cup markings. Model 1607—\$19.95



Electric-Automatic Fry-Skillet

immersible to end of handle for easy cleaning. Large family-size capacity. Controlled heat provides temperature range to 420°. Jewel signal light, E-Z Cook Guide. Complete with polished aluminum cover. Model 2219—\$24.95



Get your **DOMINION** **top 10** local promotion rolling with this down-to-earth merchandising support!

Your copy of Dominion's Top 10 Merchandising Portfolio is ready now to help you cash in on the Fall selling season. It's packed with tested sales aids that will move plenty of Dominion appliances. Call your Dominion wholesaler today . . . he'll rush a free copy of the comprehensive portfolio to you!



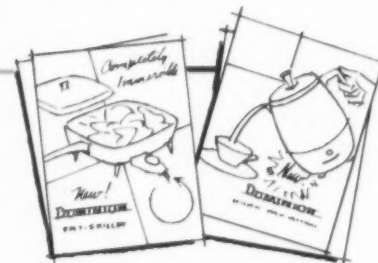
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Dominion appliances are pre-sold for you through colorful advertisements in top consumer magazines such as **BETTER HOMES AND GARDENS**, **HOUSE BEAUTIFUL**, **GOOD HOUSEKEEPING**, **LIVING FOR YOUNG HOMEMAKERS** . . . and on network TV and Radio programs including **QUEEN FOR A DAY**, **STRIKE IT RICH**, **IT COULD BE YOU**, **STAND UP AND BE COUNTED**, **PRICE IS RIGHT**, **TRUTH OR CONSEQUENCES**.



Tie-In Newspaper Ad Mats

A complete selection of mats in various sizes on all Dominion appliances to help you build your local promotion.



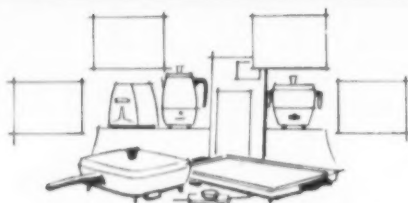
Colorful Sales Sheets

Special selling sheets illustrate each Dominion appliance and provide at-a-glance reference for features, advantages, prices.



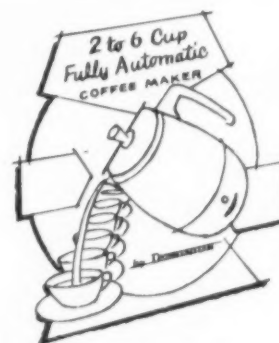
Attention-Getting Counter Card

Displays Dominion's new colorful national advertisement. Build an appliance display around it and watch profits grow.



Special Window Trim Kit

Turns street traffic into store traffic. Makes your store Dominion appliance headquarters. Special kit contains everything for an effective window display.



Dramatic Displays

Colorful new display designed especially for the new Dominion 2 to 6 cup coffee maker helps customers sell themselves.

Insist on the best—buy Dominion

and **MOVE AHEAD**

DOMINION
ELECTRIC CORPORATION

Mansfield, Ohio

In Canada: Samson-Dominion Limited, Toronto

Printed in U.S.A.

THE OVER-EXTENDED CUSTOMER

STORY STARTS ON PAGE 76

a petition in general bankruptcy or under provisions of Chapter XIII of the National Bankruptcy Act. In either case, the rights of both debtor and creditor are clearly defined and their protection is insured by the federal courts through which the action must take place.

In general bankruptcy, the debtor places his immediate assets before the court for allocation to his creditors—with some exemptions for personal needs. The creditor may examine and question the bankrupt in detail and seek to uncover any suspected hidden assets. For the average wage earner, the end result of general bankruptcy is high cost of relief and some impairment of credit. For the creditor, the end result is usually time wasted, expense, and little or nothing gained. Also, he'll hesitate to renew credit relationships with the discharged bankrupt, but some competitor will do so gladly, since the debtor cannot take this recourse again for at least six years.

Under Chapter XIII, the debtor lists his liabilities and assets and presents a plan for composition and payment of his obligations out of future assets—his future earnings.

The creditor has a right to examine the debtor and to accept or reject the plan presented for payment of his bill. The plan must be accepted by a majority of the creditors in both number and amount of obligations, and one large or several small creditors can block the plan. If accepted, payments are made through a trustee named by the court, and when the plan is completed, the debtor is discharged from bankruptcy.

A large percentage of creditors regard Chapter XIII proceedings as a waste of time, and even though many will not oppose a Chapter XIII plan, few will actively favor it. Some will dodge the action by the simple means of claiming "fraud" in obtaining credit, usually because of failure to list all obligations in a financial statement. Such creditors get first crack at the debtor's income, and this may cause payments through the trustee to lag.

CREDIT ASSOCIATIONS: In some cases, local credit associations will assist the debtor in working out an equitable plan of composition and liquidation of his obligations. There is usually a charge of about five percent for such assistance. This would be a wonderful solution except that relatively few credit associations can or will carry out an effective program. Also, it is important that the confidence of

the debtor be obtained in order to work out a satisfactory program. In this case, his confidence is weakened by the fact that he has been pushed hard by some members of the association, and foresees just more trouble if he reveals his problem frankly and fully.

CREDIT COUNSELLING: Many employers, labor unions, credit executives, and credit bureaus refer over-indebted wage earners to professional counsellors, in areas where such services are available. Other debtors find their way to these offices because of personal recommendations or in response to advertisements.

Credit counselling offices have for more than 25 years established an outstanding record of assisting debtors out of the mire of insolvency and have arranged payment of millions of dollars to creditors in consumer obligations that otherwise might have been written off as uncollectable.

Wherever credit counselling offices operate, most credit men have been approached at one time or another and asked to cooperate in the working out of a program for the debtor. Occasionally an adjustment of the debt is sought, either by return of merchandise or by a partial write-off of the debt. Usually, though, it is only asked that some adjustments downward be made in amount of payments, to enable the debtor to manage an overload, and although a little longer time than contracted for is

needed to liquidate the debt, payment in full is planned. Frequently, the only consideration that will be needed will be a temporary reduction in size of payments or the skipping of a payment until the program is fully underway.

In principle, this credit counselling program is the best possible means of completing a contract between a retailer and an overburdened customer. Since it means usually full settlement of the account, with no collection cost, it would seem ideal from the credit man's point of view. But often that point of view is distorted by lack of understanding of credit counselling in cases where it is new in an area or in the credit man's experience or by unsatisfactory experiences with credit counselling programs.

For while many credit counselling offices have established an enviable reputation for service and integrity, the business is also vexed—like many others—with unscrupulous operators whose intent is to make a fast buck on someone else's misery and who don't care a whit whether bills are paid, programs are completed, or debtors are actually helped back on their feet.

Such operators usually, but not always, work just within the law. They prey on hard pressed debtors and chisel on sincere creditors.

Therefore, the credit man should think twice before referring an account to, or before entering an arrangement through a credit counsellor.

If a credit man agrees too readily to a credit counsellor's proposals, he may just be extending the problem rather than helping it, and be faced still with the question of how to collect an honest bill honestly and justly. Yet if he rejects the proposal because of ignorance or prejudice he may well be injuring

both his employer and his customer.

The answer to that is simple. Credit counselling has become, like credit reporting, credit granting, and all the other factors involved, an integral part of the consumer credit structure of modern retailing. Remove credit counselling and you would have to find some other, and untested, similar service. For credit involves not only the grantor and the taker but also often the adjuster. Few contractual relationships can be consummated without adjustment. Return or exchange of merchandise is often an important part of a retail transaction. And adjustment of payment agreements is often an important part of credit merchandising.

Therefore, it is imperative that a good credit man know what credit counselling is and how it works, and further, that he knows how to decide when to cooperate with a credit counsellor and when to reject him.

Credit counselling is a service to assist people in the payment of debt (and payment of debt is what the credit man wants). It is available at reasonable cost to the debtor in many cities. There is no cost to the creditor. The service includes setting up a workable budget for the family, planning a program to pay all just payments promptly and fairly from the family income, avoiding bankruptcy, and reestablishing credit. Those principles are the basis of good credit, of course.

Most credit men will cooperate with a debtor in trouble. The difficulty is in making this cooperation effective when it is done individually. When it is done collectively, and the debtor's end of the bargain is fully established, the result is good—as has been proved.

Costs for the service vary with the location and facilities of the counselling office and with the extent of the debtor's involvement and the work required to free him. A typical counselling firm in Chicago charges an average of 12 percent of the total amount of the debt for its services, and a maximum of 15 percent on difficult cases requiring three years or more to conclude. Because the cost of service is low, payments to creditors are larger than when too much of the debtor's income must go for the expense of keeping him out of trouble.

The office cited has, in 25 years of service, managed some 16,000 debt loads, and today carries an average of 600 in process of liquidation. The individual debt load averages about \$1,800 and requires an average of a year and a half to completely liquidate. About \$500,000 a year is paid to creditors by this office for the accounts of its clients.

Eighty percent of the clients through the years have liquidated their obligations in full, while

(Continued on page 98)



"I DON'T CARE IF YOU ARE A DORMEYER DISTRIBUTOR, WE'RE STAYING!"

GET THESE **PLUS** WASHER SALES

*WIN Her Confidence
with better Information*



Regardless of Brand or Price . . .

each of the 3 basic types of washers is, provably, the right choice for many users. Where can the washer prospect get reliable information on this vital subject?

New Guide Book

Dexter washers are now equipped with a startling new 16 page booklet, "How to select the TYPE of washer that is best for you." It's worth any dealer's time. It will help you make "plus" sales based on increased customer confidence that you "know what you're talking about."



DEXTER DEALERS ARE PROSPERING

WRITE

today for your
copy of this
vital new
booklet.



DEXTER

FAIRFIELD, IOWA

THE OVER-EXTENDED CUSTOMER

STORY STARTS ON PAGE 76

nearly 20 percent have partially liquidated theirs, and a few have fallen by the wayside with slight effort to make the necessary adjustments to get out of debt.

As for the sharp shooters in the field, the credit man can do a real service by actively opposing them instead of just ignoring them.

The American Association of Credit Counsellors, representing member offices of high integrity and ability, pledged to a strict code of ethics, has provided information that has helped officials to prosecute illegitimate operators, and has sponsored laws passed or pending in a number of states to license, regulate, and supervise credit counselling operations. The association has also worked closely with credit bureaus and other agencies to stamp out abuses in their field of service. C. V. Neal Jr., 413 Tenth Street, Des Moines, Iowa, is executive secretary of the association.

Before accepting a proposal from any credit counselling office with which he has had no experience, the credit man should:

- Check the financial standing and business reputation of the office or of the individuals conducting the service.

- Investigate the record of accomplishment for both debtor and creditor. A reputable office will gladly furnish facts.

- Demand that the debtor has been given a clear written statement of all charges and terms of the counselling service. (If too much of the debtor's income goes to the counsellor, too little will go to the creditor—and to the debtor.)

- Establish a complete understanding of what the counsellor will do to complete a satisfactory program, with payment in full of all just debts involved.

- Demand a satisfactory explanation of the debtor's position, extent of indebtedness, anticipated income, family needs, and any other pertinent factors. Do not, however, expect a detailed report of individual obligations and personal matters.

- Expect that the debtor will get a written, detailed budget analysis which shows that the counsellor's services are warranted. This is the basis of a workable program.

- Insist that a workable debt-paying program be completed and presented to creditors before any fee is accepted by the counsellor.

- Expect an honest effort to preserve good relations between debtor and creditor to carry the program to a successful conclusion. *End*

Bath scales
are fast
becoming
a big
item in
appliance
stores



the

BIG

name in

bath scales

is

BORG



WHERE WILL YOU BE SITTING WHEN THE LIVE BETTER ELECTRICALLY FALL PUSH STARTS?

This Fall, during the peak buying season, Live Better Electrically will spearhead the biggest promotion in electrical history — to stimulate consumer interest in electrical living and boost demand for the appliances you sell.

158 manufacturers have pledged

support in their national advertising and promotions. Each month an average of 2.5 million lines of newspaper advertising will be placed by local electric utilities to pre-sell your prospects. Distributors are being notified of the merchandising opportunities... newspapers are planning special electric-

living sections...retailers, contractors and banks are organizing plans for special events. All this adds up to more buying interest in electrical merchandise, more selling opportunities for you.

When the Fall Push starts, will you be sitting

ALONE? OR...

WILL YOU CASH IN ON LIVE BETTER ELECTRICALLY

WHAT LIVE BETTER ELECTRICALLY WILL DO

During the big Fall Push, top national magazines—Life, Saturday Evening Post, Better Homes and Gardens—will carry the Live Better Electrically story into more than 15 million homes across the country.

Timed with local utility promotions, these ads (shown below) feature cooking and kitchen appliances, laundry and cleaning appliances. They'll pre-sell your cus-



Put the power of nationally advertised Live Better Electrically themes to work for you. Merchandise, promote and sell all the brands you carry under this dominant selling theme. Start with your windows, then follow through in your floor and counter displays.



tomers on the benefits of electrical living and set the backdrop for your own brand promotions. You'll boost your sales by featuring Live Better Electrically themes in your own promotions and merchandising events.

On network TV, many popular shows will highlight Live Better Electrically to 40 million people. And brand-new Live Better Electrically commercials will promote specific appliances to tie in with local

utility campaigns.

Now is the time to join the most powerful selling team ever organized by the electrical industry. Make this big promotional buildup pay off in your store. Plan a Live Better Electrically promotion during September, October and November. No matter what you sell this Fall—if it's electric, it's going to move!

Schedule your Fall promotions by the advertising calendar below:

LIVE BETTER ELECTRICALLY NATIONAL MAGAZINE ADVERTISING

| | | |
|------------------|------------------------|----------|
| COOKING—KITCHEN | Life | Sept. 16 |
| | Post | Oct. 12 |
| | Better Homes & Gardens | Nov. |
| LAUNDRY—CLEANING | Post | Sept. 21 |
| | Better Homes & Gardens | Oct. |
| | Life | Oct. 28 |

NATIONAL TELEVISION ADVERTISING CBS Network—9:00 p.m. Eastern Time

| | |
|------------------|--------|
| COOKING—KITCHEN | Oct. 6 |
| LAUNDRY—CLEANING | Nov. 3 |
| HOUSEWARES | Dec. 1 |

THE SUPPORT OF THE SELLING TEAM?



WHAT MANUFACTURERS WILL DO

158 manufacturers, three times as many as ever before, will be selling Live Better Electrically in their campaigns during the big Fall Push. They're using national magazines, newspapers, billboards, mailings and a host of other materials to impress your prospects with the benefits of electrical appliances. On network TV, manufacturers sponsoring their own top-rated shows will devote top-ranking TV time to the campaign theme. You can put the weight of the entire industry behind your local promotion by merchandising all the brands you carry under one dominant selling theme . . . Live Better Electrically.

Here are some of the appliance-radio-TV manufacturers who will back Live Better Electrically this Fall:

| | |
|-------------------|---------------|
| ADMIRAL | KITCHEN AID |
| AMANA | KNAPP MONARCH |
| AMERICAN KITCHENS | LEWYT |
| ARVIN | MAYTAG |
| CHRYSLER AIRTEMP | OSTER |
| CORY | PHILCO |
| DORMEYER | REGINA |
| FEDDERS | SILEX |
| FRIGIDAIRE | SYLVANIA |
| GENERAL ELECTRIC | TAPPAN |
| GIBSON | THERMADOR |
| HOOVER | UNIVERSAL |
| HOTPOINT | WARING |
| IRONRITE | WESTINGHOUSE |
| KELVINATOR | WHIRLPOOL |
| | ZENITH |

WHAT LOCAL UTILITIES WILL DO

94% of all the utilities in the country are solidly behind the Live Better Electrically program. All together they use 7,460 newspapers, 267 TV stations and 1,321 radio stations to sell consumers on electrical living. During the Fall Push, they will help retailers in many important ways — by featuring electric appliances in their own advertising and publicity; putting on demonstrations; planning community-wide events; providing retailers with kits of merchandising and display materials.

Take advantage of the strong support your local electric utility can give to your merchandising activities. Call on them for help in planning a Live Better Electrically promotion in your store this Fall.



Add the selling strength of manufacturers' product promotions to increase your store traffic and build sales. Display and advertise all brands of merchandise under the single selling theme of Live Better Electrically.



Make the most of your local utility's Live Better Electrically Fall campaigns by holding your promotions at the same time. You'll sell more electrical products and build maximum traffic in your store.

Macy's held a Live Better Electrically promotion...

All six of Macy's New York area stores held a storewide Live Better Electrically promotion during May. The promotion focused on portable and major appliances, radio and TV, housewares and lamps. Full-page newspaper advertisements announced the event in 7 newspapers, followed by continuous advertising for an entire week.

Live Better Electrically brightened windows on 34th Street and appeared throughout the six stores on sign cappers, counter cards, string tags and elevator display cards. Popular TV cooking expert Josephine McCarthy and manufacturers' home economists demonstrated cooking appliances. And, through the cooperation of the Borden Company, Elsie, the Borden cow, and her twins were on hand to highlight the promotion.



Macy's main window on 34th Street displayed a wide variety of electrical merchandise under the Live Better Electrically theme.

Herb Wexler, Merchandise Administrator for Macy's, sums up the results with this comment: "A fine promotional sales getter ... looking forward to a repeat performance on an enlarged scale."

19 merchants in Port Washington teamed up on one...

Everyone who sold, serviced or financed electrical products in Port Washington, Long Island, cooperated in a Live Better Electrically promotion from June 6 to 15. The event was sparked by Long Island Lighting Co. to build the demand for electrical merchandise and direct it to local stores. 20-foot Live Better Electrically banners were hung across the main street. Dealers and contractors featured Live Better Electrically "specials" and set up displays around them.

The local newspaper published a special 14-page Live Better Electrically supplement, in which the utility, dealers, electrical contractors and banks ran ads. High-school girls in Live Better Electrically dresses distributed an extra 1,200 supplements to commuters at the station. The utility supplied dealers with display materials and the full-color 72-page Live Better Electrically



Two of the Live Better Electrically displays on Main Street in Port Washington.

"idea" book as a traffic builder.

In just one week, the dealers reported substantial increases in appliance sales. They expect the impact of this promotion to carry over for several months.

Others have done it. So can you!



Contact your local electric utility and ask them about the Live Better Electrically Retailer's Kit. It's packed with special display and promotion materials that will enable you to become Mr. Live Better Electrically in your commu-

nity and to tie in with the national campaign. Get your Kit now in time for the big Fall Push. See your local electric utility—today.

LIVE BETTER...Electrically

A united effort by everyone in the electrical industry — utilities, dealers and distributors, manufacturers, contractors, builders, architects, banks — to increase consumer sales of electrical merchandise.



30% OR BETTER

STORY STARTS ON PAGE 73

Newark service depots. Cohen and his staff will make estimates as to probable cost, nothing more. They can make no bones about delays, rarely promising returns in less than a week or 10 days. But customers are promised the unit will be returned prepaid from the depot, with all charges emanating from there.

"One manufacturer's policy is to charge customers for postage," Cohen said about a recent incident. "When we discovered this departure from what we consider normal policy, we dropped the line."

When electricians are in one-year warranty, Made in America forwards products to the depot free of charge. For products out of warranty the firm makes a flat charge of \$1 for handling.

Recently a new Westfield resident brought in a Sunbeam frypan bought two and one-half years ago in Detroit and needing an overhaul. For \$1, Cohen forwarded the unit to Newark, promised return prepaid in about 10 days via United Parcel Service, and estimated the depot service charge at about \$5. The customer was delighted at the courtesy.

"We try not to get involved in repair costs," says Cohen. "If a customer wants an estimate, we so advise the repair depot."

His handling of this new resident, however, reflects his standard approach, one that has been making lasting customers for him for years.

Parts and Demos

Each week Made in America forwards a dozen or more small appliances to repair depots. On top of that, the firm saves another 35 to 40 customers depot calls by carrying a complete stock of replacement parts on about 100 items. These include pumps for the most popular coffeemakers, mixer beaters, cords, glass indicators for about 30 standard percolators, gaskets, and so on. They sell for anywhere from 10 cents to \$4.50.

"We get full markup on all such parts," says Cohen. This means parts are marked 40 percent above cost. Since many volume operators decline to handle parts, Made in America is swelling its customer lists by providing this service to people who bought low and got stuck for service. "In many cases," points out Cohen, "we have won

customers over to lines we carry, simply because they have been unable to get replacement parts from their original dealer." Actually, on the sale of a coffeemaker pump the store can make \$1.50, as much as many metropolitan dealers are making on a full product sale. The store's average gross on parts is about \$1.25.

Quick repair service is topped only at Made in America by the thoroughness of its demonstrations.

Cohen makes it mandatory that his entire staff is familiar with the performance qualities of every electric item in the store. In the case of Sunbeam appliances, incentive offers entitle salesmen to bonus products. Therefore each salesman usually qualifies for the bonus and uses Sunbeam appliances constantly in the home. This intimate product knowledge goes into patient explaining, demonstrating, inviting customers to handle and get the feel of an appliance. No question is too trivial. Time is not doled out and, without waiting for customers to probe, salesmen will explain and demonstrate comparative features. But each product stands on its own merits. Cohen would discontinue handling an item rather than make exorbitant claims about its performance. He feels he has nothing to gain and his reliability to lose by acting otherwise. Over a year ago he discontinued handling rotisseries, partly because he himself could not in good conscience recommend some of them to his customers.

"We noticed that the number of callbacks for repairs were growing excessive," Cohen recalls. "On top of that prices got out of hand. We know that a good rotisserie, with a good motor, a Calrod unit, and a sturdy cabinet must sell for at least \$60 retail. But customers were conditioned to buy them for \$30 less. From a space merchandising standpoint, we found they were taking up more room than they were worth. And they began creating service and quality kickbacks. So we simply stopped selling them."

Cohen leaves no doubt that any product which he and his staff do not believe in, that they cannot in turn demonstrate to a customer and make him believe in, is not worth carrying on the shelves. He will send his store manager, cousin Jack Cohen, to distributor showings. And

he does welcome missionary sales reps on new products. But in the main, it is still the responsibility of his staff to know each product thoroughly, and to be able to demonstrate each. This individual responsibility is so strong at Made in America that Cohen is selective about the use of factory demonstrators in his store, even though he is entitled to them.

"They take up valuable floor space," says Cohen. "I'd rather have my own salesmen master the product. Then they can demonstrate it themselves."

Sustained Momentum

It may seem peculiar for Than Cohen to say he doesn't know exactly how many names he has on his customer list. But he claims he's too busy selling them to take a tally. This reliance on sustained personal contacts to build business is a clue to his method of advertising.

This means continuous, once-a-week store ads run in the Westfield Shopper, a weekly reaching about 20,000 people. About every two or three weeks electric housewares copy will be featured. Most ads run $\frac{1}{4}$ of a page, with full page units run only on special occasions. All of it is co-op, usually on a 75-25 percentage basis. Holidays, Mother's and Father's Day, and fall and winter vacation periods get special attention. About every four weeks Made in America also benefits from special mention in a column called "Around Town With Susan," an editorial feature in the local paper with considerable selling impact.

Aside from such direct means of sustaining business momentum, Than Cohen troubles himself with various small matters, all of which have the effect of solidifying his business. He keeps active in local affairs—C. of C., Rotary, Red Cross, Blood Bank, Temple Emanuel, Westbrook Swimming Club.

90 Percent Cash-and-Carry

Even though 90 percent of his business is cash-and-carry, he is one of 300 stores in the Westfield-Plainfield Handi-Charge Plan, in which the Plainfield Trust Co. bills and collects on customer accounts. He meticulously records every request for products which he either does not have or is running low on. From this "Want Book" he can measure and keep ahead of customer demands. He has learned that portable mixers sold as gifts are his best colored appliance movers, so he keeps these stocked 60 percent in color, 40 percent in white. If he is out of stock on an item, he

will make a phone call immediately, giving a customer an on-the-spot answer. And he operates his gift-wrapping counter as a goodwill agency. Without waiting for customers to press a request, salesmen at Made in America will inquire "Would you like your toaster gift-wrapped?" In turn, a hired delivery service is used to make gift deliveries.

None of these extra courtesies overtax Cohen's overhead excessively. In fact, like every other metropolitan dealer, Made in America's owner is acutely aware of the key role low overhead plays in today's retailing. That's why he shies from an expensive separate service department, and why he keeps his staff to a minimum. On the other hand, he'd rather pay more for experienced, competent salesmen than clutter up his costs with inefficient help. Cohen himself, his store manager, Jack Cohen, and two salesmen round out his force. A single handyman does odd chores and helps with gift deliveries. Because he sticks to experienced help, neat but costly displays, and specific fringe courtesies, Cohen arbitrarily calculates he cannot sell any product below a margin of 30 percent. He readily admits his store breakeven does not run that high. Where it levels off, he's not saying. But metropolitan averages fall below 20 percent, rarely climb above 25 percent. Compared to such prevailing averages, therefore, Cohen's list price selling allows for very comfortable profits indeed.

Mindful of owner Cohen's almost fanatic adherence to minimum margins and his willingness to dispense with products that yield less, he was asked recently: "If, as a result of onslaughts such as that by Masters on G-E's fair-traded line, fair trade were eventually dropped on presently-policed lines, what would you do?"

Cohen's answer was as simple and straightforward as his merchandising. "We'd analyze the new set of circumstances, find out at what margin levels those products settled out, and then decide if we could sell at the new levels. One thing is certain. If it meant any radical revision of the policy of the house—a change in our specialized servicing and selling of quality housewares, for instance—we'd be forced to discontinue them."

That's the guiding philosophy behind Made in America, a firm registering a 10 percent growth in volume each year—simply by sticking to quality selling, and to adhering to full list in 90 percent of its electric housewares sales. End

*You're looking at
the Biggest News
that ever Rocked
the Home-Laundry
Field!*

NEW FRIGIDAIRE RATED

over 5 leading brands of automatics

Here's the greatest selling story on an automatic washer ever told — and it belongs to Frigidaire dealers alone.

In tests recently completed — under the watchful eyes of America's most famous independent testing laboratory — the new '58 Frigidaire Ultra-Clean Automatic — with its exclusive 3-Ring Agitator — out-washed, outperformed all other leading national brands tested!

And did so by such a sweeping margin that even the lower-priced Frigidaire Model proved to get clothes cleaner—freer of lint—spun drier—than top-of-line competitive models costing up to \$175 more!

And that's not all: With a built-in SudsWater-Saver in every model, at no extra cost—Frigidaire offers the greatest savings on record — in hot water, detergent, electricity, drying time—for the budget-minded buyer. Savings that cut washday costs *almost in half!*

Add to that—all-fabric washability—with complete range of special rinse and wash temperatures in Custom Imperial Models and new Automatic Tinting!

Add to that—all-new Color-Keyed Control Panel Styling with all the beauty of Sheer Look design — and all the practicability of flush-to-back-wall installation — and choice of four brilliant colors sold by Frigidaire at the price of white!

More news! New Frigidaire Electric Dryers so aptly named Fabric-Master, featuring "Wrinkles-Away," that practically ends ironing of synthetics.

And all this backed by the biggest advertising and promotional program on laundry in history — including a smash-hit new TV network show.

Yes, Frigidaire is loaded for 1958! Now, look to Frigidaire —the dynamic leader in the home-laundry field!

Models WCI-58 and DCI-58



NOW—AUTOMATIC TINTING!
And only Frigidaire has it!

Easiest, safest, most automatic method yet—because of the exclusive Frigidaire dispenser that meters out tinting materials evenly, safely under water. Ends boiling bother—prevents streaking.

*Sell the one
that's No. 1*

**'58 FRIGIDAIRE
ULTRA-CLEAN
AUTOMATIC WASHERS
AND ELECTRIC
FABRIC-MASTER DRYERS**

World's Fastest, "Savingest,"
"Cleaningest" Laundry Pairs

E ULTRA-CLEAN WASHER IS

No. 1

*for Cleanest Clothes
for Lint Removal
for Driest Spin*

by U. S. Testing Co., Inc.*

Here's the Big Reason—

Exclusive New Color-Keyed 3-RING AGITATOR

Entirely Different and Far Advanced
Over Blade-Type Agitators

LINT CHASER RING

automatically "sweeps" away lint, dirt, scum—leaves less lint on clothes than washers with filters that have to be cleaned by hand.

CIRCULATOR RING

is "traffic cop." Keeps clothes separated, opens folds, guards against tangling. Keeps them always moving under water.

ENERGY RING

power-pulses water into surging currents that gently flex clothes, open fabric "pores" to whisk out deep-down dirt.

Below the cap on top is a special dispenser for detergent, for bleach and for tinting materials—releasing them evenly, safely mixed, under water.

For the First Time!

An automatic washer line with its three big features—the 3-Ring Agitator, underwater detergent distributor and built-in SudsWater-Saver—available in all models, even the lowest—at no extra cost!



*In tests of six leading automatic washers under controlled laboratory conditions. Tested and verified by U. S. Testing Co., Inc., largest, most diversified independent testing organization of its kind in the world. Founded 1880. Reports #29123 and #29123-A, dated May 2 and May 10, 1957.

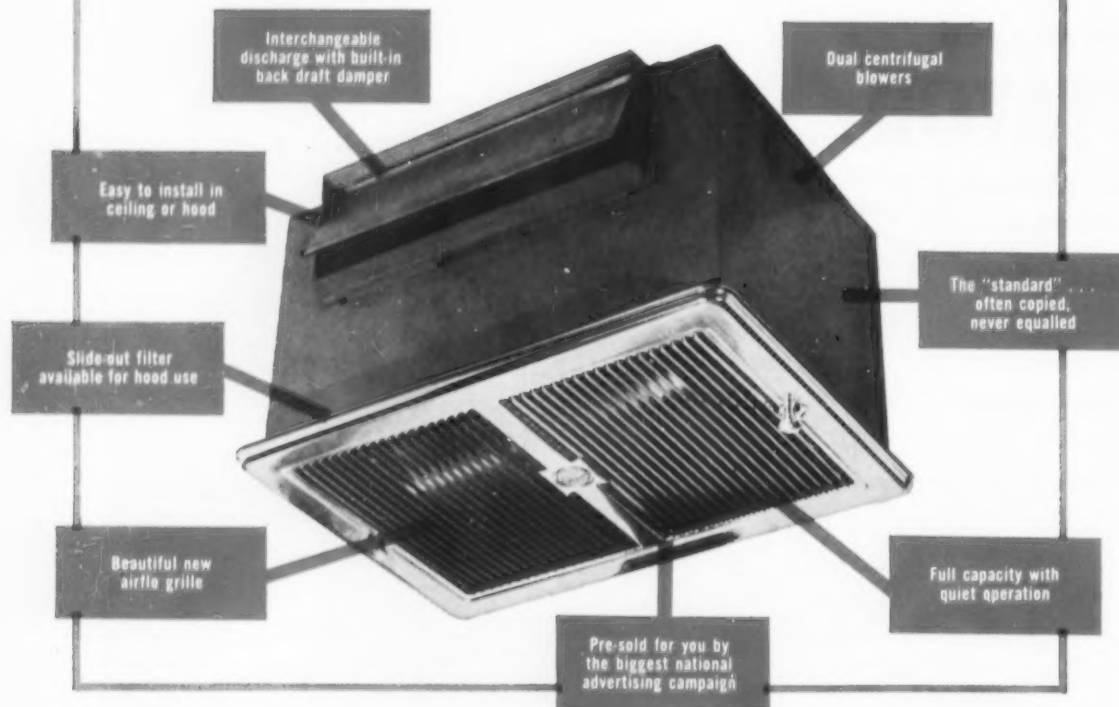


FRIGIDAIRE—Built and Backed by General Motors

SELL THE PLUS IN *Trade-Wind*

GREATER CAPACITY QUIETER OPERATION Model 1501 Kitchen Ventilator for Hood or Ceiling

THESE ARE THE TRADE-WIND PLUS FEATURES



Trade-Wind Model 1501 is the "standard" among kitchen ventilators. It delivers more usable performance with quieter operation. It's versatility permits easy installation in the ceiling (using the stunning new grille) . . . or over a range hood (using the exclusive slide-out filter).

Remember this: Trade-Wind is the one ventilator known and respected by builders, architects, appraisers, home owners and prospects alike.

Trade-Wind Motorfans, Inc. 7755 PARAMOUNT BOULEVARD, DEPT. EM RIVERA, CALIF.

TV SERVICE ON THE FLY

STORY STARTS ON PAGE 80

latter). Then he's off into the blue, banking for Westerly.

Before he leaves Westerly Airport for the store, he checks in via the truck's two-way radio and takes emergency service calls that may have materialized on the mainland in his absence.

One Tube Pays for Gas

Hoelck is mildly surprised at the suggestion that his airborne TV service must be a money-loser. It's not. The profit from one circuit tube pays for the gas and oil consumed in a round trip to Block Island (about \$1.75). As on land, island service calls average \$10 apiece, and Avery & Adams' flat rate is \$4 per call for islanders and mainlanders alike.

The airplane, a \$12,000 craft purchased second hand by the firm for \$5,000, is a perfectly legitimate business expense. The hangar fee at Westerly is \$30 a month, but there are no charges at Block Island's state-owned airport.

Though the Cessna belongs primarily to Avery & Adams' television sales and service operation, it's used occasionally for emergency parts pick-up trips to Providence, 55 miles from Westerly; for flights to remote refrigeration and air conditioning job sites, notably farms; and to take partners Adams and Hoelck to important industry meetings in Boston, 126 miles away.

The plane is of tremendous value to the firm in terms of radiation. Almost without exception, Block Islanders are steady Avery & Adams customers, loyal to a company that goes this far out of its way to serve their isolated community. Many Westerly-area mainlanders are also impressed by the flying service, and are happy to deal with a firm that has its customers' interests so obviously at heart. *End*



"ANYTHING ELSE, MRS. HACKLEBERRY?"



SICK AND TIRED OF CHISELLING COMPETITION?

Would you like to handle the world's newest, most needed appliance . . .
With a protected profit on every sale? . . . No price-cutting, no chiselling
—and absolutely no service required?

***Exclusive Dealerships are available for**



Clamp-on
type unit

EVIS



EVIS in-the-line
type Fuel Oil
Conditioner

WATER CONDITIONER

(NOT A SOFTENER)

**some of the
FREE! HARD-HITTING
SALES HELPS**



DISTRIBUTORS: Get on the band wagon! Some choice territories are still available!

Sold on 120-Day Money-Back Guarantee!

Works on an entirely new scientific principle . . . eliminates and pre-
vents hard water scale . . . needs No chemicals, No rejuvenating,
No electricity, No floor space! . . .



Grew from dealer to distributor in just 60
days time!

"We sold over 60 units last month and the
reception is so good we are sure Evis will
become our major product. We are con-
fident of the potential."

Roy K. Thorpe
Evis Water Conditioner Sales Co.
Silvis, Illinois



"We would like everybody to know about
the remarkable results we've secured."

This large building management group states
that after 60 days Evis proved to be a real
maintenance money-saver. They have 27
Evis units, in sizes from 1½" to 4" installed
in buildings ranging from 11 to 246 apart-
ments.

Village Management Co., Inc.
Indianapolis, Ind.

**No previous experience necessary. Easy to install without special tools. Low
inventory. Fast turn-over. Juicy mark-up. Exclusive territory! Thousands of suc-
cessful installations from coast to coast.**

EVIS has a slogan that helps you open doors
and close sales. These magic words are: "Wherever
water serves you—EVIS saves you!" You can tell
this story to homeowners, business men, factory
superintendents. There are sales ready and waiting
on every side of you! Act now and cash-in with
EVIS products.

* Applicable in all states and areas where
not specifically prohibited by law.

Profit with the water-conditioning business!
All the FREE merchandising material you need
to promote the remarkable money-making EVIS
story! And EVIS is a "natural" to get you into the
home where non-competitive sales are easier to
make. Forward-looking appliance dealers all over
America are getting set with EVIS. Be the first
in your area to sign-up and start-up today.



**THIS IS YOUR BIG PROFIT OPPORTUNITY.
FILL OUT AND MAIL THIS COUPON NOW!**

EVIS MANUFACTURING CO.
5955 N. Rockwell St., Chicago 45, Ill.

• Yes! I want to find out quick how I can make money as an
• authorized Evis Dealer.

• Name _____

• Address _____

• City _____ Zone _____ State _____

• By _____

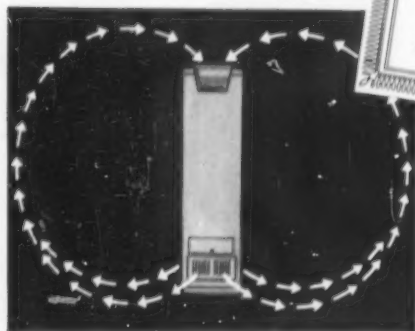
**Supported by a
GIANT NATIONAL
AD CAMPAIGN
that creates
LOCAL SALES!**



The sale is built in Universal

Constant Comfort GAS HEATERS

- Revolutionary new heating principle!
- Guaranteed to outperform any other heater!



This is it:

pre-heated ceiling air is drawn in through the top by fan action, filtered, forced downward through the heater, and delivered through floor-level vents to rise again and flood the entire room with even, thermostatically controlled heat.

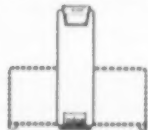
6 more *Universal* Extra-Value features that help build in the sale!



New convenience!
Simplified, eye-level controls up out of the children's reach.



New freshness!
Heats and delivers only freshly filtered air—clean, healthful.



New space-saving!
Fits in far less space than conventional type "space heaters."



New safety!
Fibreglas insulated steel cabinet stays cool, and is safe to touch.



New comfort!
One front vent and 2 adjustable side vents spread heat evenly.



New utility!
Also operates as an air circulator during hot summer weather.

3 Models Provide Just the Right Amount of Heat for Varying Needs

A Product of CRIBBEN & SEXTON COMPANY

Makers of Famous Universal Gas Appliances
700 North Sacramento Boulevard, Chicago 12, Illinois

CALL YOUR DISTRIBUTOR

GROWING SOAP BUSINESS

STORY STARTS ON PAGE 72

drug store both operate on a soap margin of 10, 12½ to 15 per cent. Appliance dealers on a different setup have to have around 30 per cent. When the big soap companies looked into the idea of selling this corner of the business they found that the Robinson-Patman Act interfered. They were ruled off selling their advertised brands to appliance stores, who purchase them largely as special sales items only, because of low margins.

Technically this difference in discount levels does not interfere any more than price interferes with a 25¢ cake of hand soap versus a 10¢ cake. The public reads into the markup that it is better and does not reason why.

Some experts estimate that the average family of four will use 10 pounds of detergents in five to six weeks. If the sale of a 100 pound carton of detergents is made to a family (cost of \$17.50) it will last them from 10 to 11 months. It must be said here, however, that the average sale runs from 25 to 50 pounds.

Dealers Have Influence with Women

One of the reasons for detergent packages being packed in new washing machines is due to research revealing that the appliance dealer has a great deal of say-so in which kind of soap the housewife is going to use to do her washing. He demonstrates the machine, and is an expert in her eyes. It is this fact that has led large manufacturers to make deals with washing machine producers to put packages of their brands in the machine for delivery at the time of sale. So valuable is this right, that one soap manufacturer is said to have paid a washing machine factory \$350,000 for the privilege for a single year.

Because of the Robinson-Patman Act, appliance dealers have had some trouble in getting a detergent packaged for their own particular use. However, with 288 plants in operation, as reported by the Soap and Glycerine Producers Assn., this is a minimum difficulty.

Shows Bring Them In

M. C. Twigg, appliance manager of the Rockford Standard Furniture Co., in Rockford, Ill., is a ten-year veteran in soap selling and moves from 700 to 1,000 pounds a month.

Twice a month Rockford Standard puts on a washing machine show to a captive audience gleaned from one of the various churches. Cost of this audience is 50¢ per person up to 50 people, and Mr. Twigg estimates the evening show

sets the store back around \$75, including door prizes and refreshments.

Mr. Twigg does not advertise the washing machine show or give it any publicity in its fixed space in the Thursday newspapers or in the course of a Saturday morning radio show.

Because the store occupies an old factory building, out on 11th Street, in Rockford, it is slightly out of the way, and he feels the promotion gets a lot of people acquainted with the idea of coming there.

To put on his washing machine show, he usually gets a home economist and has the crowd assemble around 7:30 pm. No attempt is made to sell people but a thorough demonstration of wares always brings up prospects and sometimes actual sales. At the conclusion of the 45 minute demonstration and talk, cake and coffee are served to the audience, which sits in the appliance department.

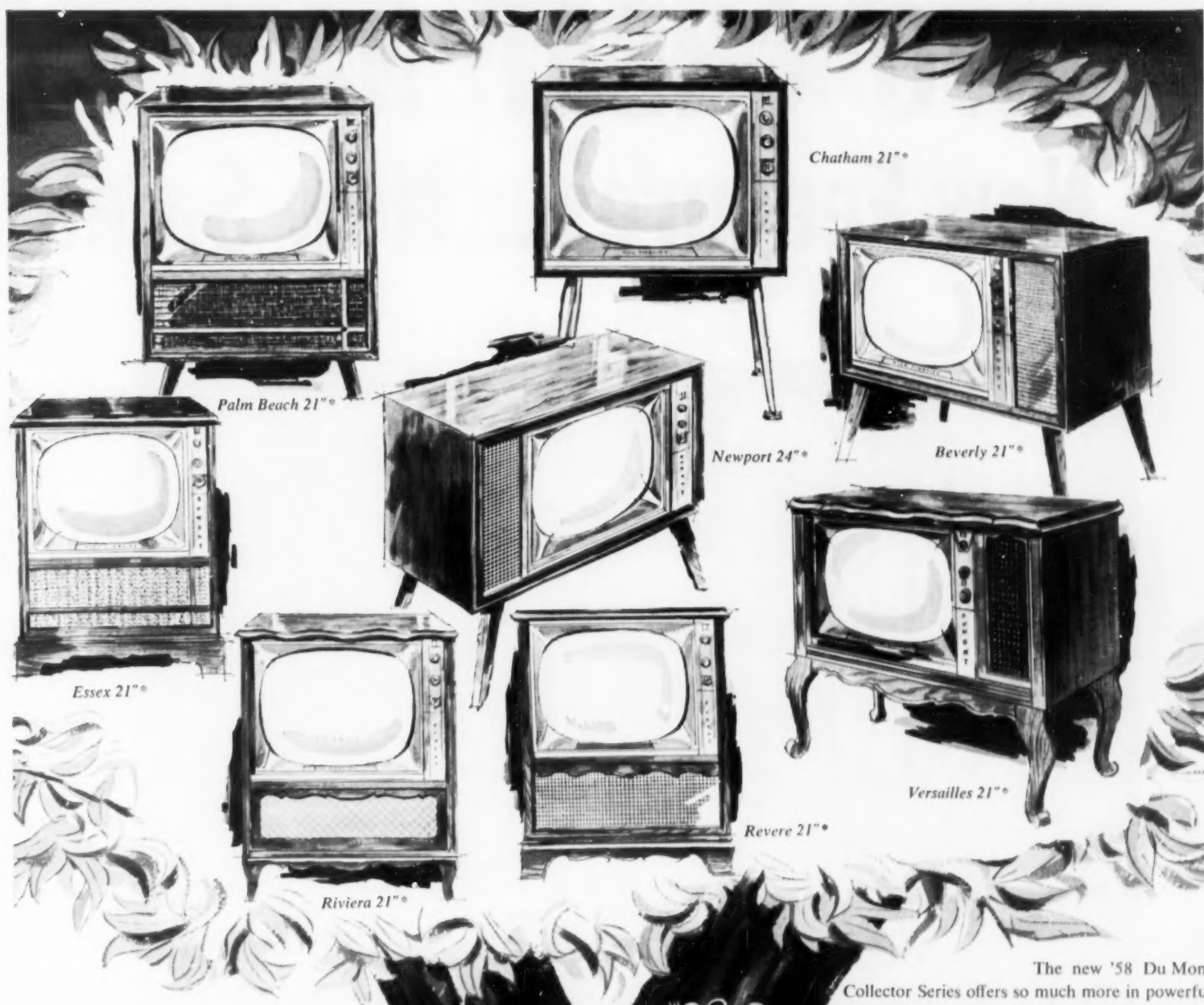
Customers Expect Delivery

One thing Mr. Twigg has discovered is that customers expect the detergent to be delivered to them. A woman cannot carry a 25-pound package around with her, much less a 50-pound package. But she will drop into a store and order a repeat, and it is something that the service man can plant when he happens to make a service call.

The Rockford Standard Furniture Store sells around 600 washers a year, and nearly half of the owners are buying laundry detergents from the store, which makes it a profitable small deal.

Miss Ruth Fuhs, home economist with Arrow Distributing Co., 4990 W. Madison St., Chicago, who was an original member of the Detergents Company, estimates she and her associates have put on 3,120 shows plugging synthetic soaps during the past ten years. They are the most effective means of interesting the public and the dealer, she says, and should be considered by any retailer thinking of soap promotion.

In the Middle West some of the dealers who have been selling soap for a number of years are Lecuyer of Kankakee, Ill., Barrett Hardware Co., Joliet, Ill., Appliance Repair Company of South Bend (which sells one ton a month), Automatic Washer Service Co., Chicago, Beverly Appliance Co., Chicago, Robeson Department Store, Champaign, Ill., Lee Appliance Co., LaGrange, Ill., and Minas Department Store of Hammond, Ind. End



They're all **WOOD!**
...and they're all **WONDERFUL!**

The new '58 Du Mont Collector Series offers so much more in powerful service-free performance, authentic decorator styling and realistic pricing that you may never need this closing argument:

"Sir and madame, you wouldn't dream of putting a synthetic hardboard cocktail table or a metal end table in your living room. Why do it with TV? Du Mont gives you fine furniture quality—living room quality—with genuine hard wood cabinetry. Take pride in your living room—Take Du Mont!"

And — knock on wood — Du Mont gives you a real profit!

* Over-all diagonal measurement.

Du Mont

First with the Finest in Television and High Fidelity

DU MONT



TWO GREAT NAMES

New Features... New Sales



The image shows two portable electric radiators. The one on the left is the 8-section model, and the one on the right is the 10-section model. Both have a classic radiator design with vertical fins and a control knob on the side. A UL safety logo is visible on the left radiator. A sticker from Life magazine is placed over the bottom left of the radiators.

ADVERTISED IN
LIFE

EXTRA SAFE HEAT from any wall plug. New portable Universal-Electreestem automatically provides supplementary heat for only pennies a day.

8-Section Model (left) \$44.95 retail

10-Section Model (front) \$49.95 retail

Both models in three smart colors — green, walnut and gray.

The faster you order...the faster you profit...

COMBINE TO BRING YOU ...New Satisfied Customers

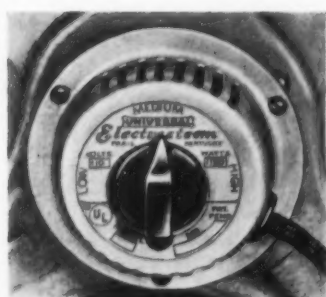
UNIVERSAL *Electresteen* PORTABLE AUTOMATIC STEAM RADIATOR

Better than ever, the Universal-Electresteen is faster-selling than ever.

This portable electric steam radiator plugs in like a lamp. Has dozens of applications. Ideal for homes (from attic to cellar), motels, summer camps, farm buildings, garages, offices, hospitals, industrial plants.

For profits, too, Universal-Electresteen is designed right, built right, and priced right! Heat up the next cold season with sales. Use the convenient coupon below for full information.

- New tubular type heating unit. Stainless steel. Heats faster—lasts longer.
- No fumes, no open elements, no piping, no noise, no worries. No attention required after initial filling except water level check every 200 heating hours.
- All fittings of the new Universal-Electresteen now have brilliant chrome plating.
- New handsome oven-baked enamel comes in three smart colors—green, walnut and gray.
- New steel shell is made of the highest grade cold-rolled steel. Treated against rust and charged with rust inhibitor. Transfers heat four times faster than old-fashioned cast iron.
- Universal-Electresteen belongs wherever *extra*, clean, uniform heat is needed.



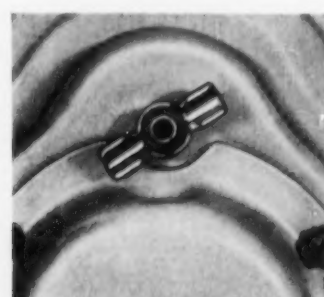
BUILT-IN THERMOSTAT
Rugged and accurate. Makes the new Universal-Electresteen Radiator complete in itself.



NEW DESIGN AIR VALVE
Redesigned to provide closer, more effective control. Result is efficient, balanced heat.



NEW EASY FILL DEVICE
Really new—and conveniently placed where it belongs—close to the top of the radiator.



WATER LEVEL INDICATOR
Finger operated (no wrench required). Provides user with positive water level indication.

SEND COUPON NOW

**ELECTRIC STEAM RADIATOR CORP. Dept. EM
Paris, Kentucky**

Gentlemen: Please send me complete information about the new Universal-Electresteen Portable Automatic Steam Radiator with built-in thermostat.

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

***MORE** than just another line of batteries*

*...to cash in on the
summer replacement market!*



for transistor radios—

Mallory Mercury Batteries

The thousands of miniature transistor portables that will be going outdoors this summer offer a big market for selling Mallory Mercury Batteries. For this is the amazingly powerful but tiny battery, pioneered by Mallory, that helped to make these new radios possible. It's the one battery that supplies the constant power that transistors need. And it gives far longer life, far steadier power, far lower cost per hour.

Recommend Mallory Mercury Batteries in the new transistor sets you're selling, to assure full satisfaction for your customers. And sell them for replacement with full confidence that you're offering the best in performance and value.



for vacuum tube portables—

Mallory Zinc-Carbon Batteries

Unexcelled for service and dependability in conventional portable radios and flashlights, Mallory makes a complete series of Zinc-Carbon Batteries. This line of precision-made batteries incorporates more than 35 years of dry cell engineering and manufacturing experience.

See Your Distributor for information, prices and prompt delivery on the Twin Line of Mallory Mercury Batteries and Mallory Zinc-Carbon Batteries. If your distributor does not carry the Twin Line of Mallory Batteries, write or call Mallory today for the name of the Mallory Distributor nearest to you.

Mallory Battery Company
A Division of



P. R. MALLORY & CO. Inc., INDIANAPOLIS 6, INDIANA

MOVE FAST WITH
Perfection[®]



THE FAST-MOVING PROFIT LINE

Perfection *Guaranteed Comfort, Convenience since 1888*

Perfection® THE YEAR

Smart GAS SPACE HEATERS

The most modern space heaters on the market today! Built for service, designed for performance, styled for sales. Automatic, sturdy, quiet. Steady, even heat and fast rising sales with exclusive Regulaire Blower. 8,000 to 85,000 BTU sizes.

Modern OIL SPACE HEATERS

Smart, fast movers. Crammed with exclusive features. 38,000 to 79,000 BTU sizes.

DYNA-DRAFT—efficient forced draft, ends smoky fires and draft problems...

REGULAIRE BLOWER—patented controlled heat blower, steady, even heat, smooth comfort. Completely exclusive sales feature...

MIDGET PILOT—patented "Burner Within a Burner" cuts fuel bills 30% to 50%, burns over 40 hours on one gallon of fuel...

MULTI-HEAT BURNER—efficient flame at any heat, no wasted fuel—no smoky fire. Another Perfection exclusive...

QUICK, EVEN HEAT—everywhere in the room.

Compact ELECTRIC ROOM HEATERS

Neat, compact, completely automatic room heaters...supplementary heating with maximum features at minimum prices. Automatic Comfort Control, Touch-Cool Case, Safety Tip-Over Switch and Signal Light...plus a one year guarantee. Six different models.

Automatic GAS AND ELECTRIC WATER HEATERS

Fully automatic, fully guaranteed. Convenient to use and convenient to install. Top quality...made to serve long and well. More for your money...more for your customer's money. Round and table-top electric models, 20 through 82 gal. with 10 year warranty. Gas, 20 through 55 gal., 1, 5 and 10 year warranty models.



Perfection®  **PRODUCTS AND**
AVAILABLE EXCLUSIVELY

'ROUND PROFIT LINE



Slim WINDOW AIR CONDITIONERS

New streamlined models that *completely* condition the air...full-powered units for full-powered cooling. Slim Silhouette models for flush installation, Low Voltage models for household current, Heavy Duty models for large area cooling. Two 1 H.P. models, two $\frac{3}{4}$ H.P. models, one $1\frac{1}{2}$ H.P. model, one 2 H.P. model...all easy to install.

.....



Beautiful GAS RANGES

A sure-fire sale for every customer...a "Buyer" from every "Looker." Made to serve...and made to sell. New "Burner with the Brain," Two-Piece Broiler, Giant Burners, Glass Oven Panel and many other features. Two 36" models, two 30" models, one 20" model.

.....



Streamlined ELECTRIC RANGES

Easy to look at and easy to cook on...electric cooking at its best. Fast movers with labor saving features, modern innovations and sales clinchers like Thermal Eye, Deep-Well Cooker, Seven Speed Cooking, "Banquet" Oven, "Tele-View" Windows, etc. Two 40" models, two 30" models, one 20" model.

.....



Attractive KEROSENE RANGES, STOVES, OVENS, PORTABLE HEATERS

Guaranteed profits from Rural and fast-growing "vacation" markets. Modern, beautiful ranges with every possible feature...including "No-Turn" Broiler and "High-Power" Burner. Quick, dependable, efficient cook stoves and ovens. Self-contained and convenient portable heaters.

PROGRAM DESIGNED WITH THE DEALER IN MIND
THROUGH CAREFULLY SELECTED DISTRIBUTORS

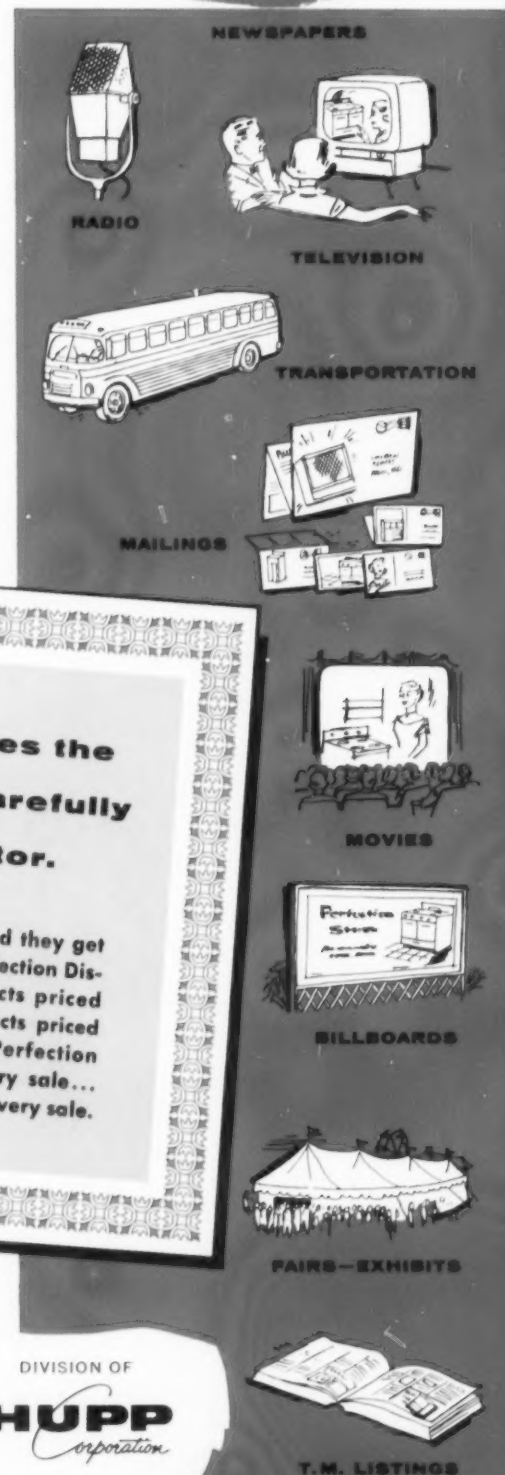
Fast Moving, Hard Hitting

ADVERTISING AND PROMOTION



The name Perfection, famous for over 70 years, has become better known through advertising in national consumer magazines... publications your customers read. This advertising will continue for years to come. The famous name Perfection will become even better known. Exclusive Perfection sales features are being pre-sold to your customers.

A complete, hard-hitting program is available for local advertising and promotion... sales producers and sales aids. Liberal Match Dollar Co-op Plan available for any type advertising. Perfection Distributors have full details.



Every Perfection Dealer receives the prompt, personal service of a carefully selected Perfection Distributor.

PERFECTION is selling only through Independent Distributors... the modern way to sell... selling with the Dealer in mind. Perfection Distributors carry local stocks... and they deliver immediately. Perfection Dealers carry

only fast-movers... and they get a faster turnover. Perfection Distributors carry products priced for profit... and products priced for every customer. Perfection Dealers can make every sale... and make a profit on every sale.

Perfection INDUSTRIES
Cleveland 10, Ohio

GUARANTEED COMFORT, CONVENIENCE SINCE 1888

DIVISION OF
HUPP
Corporation

LITHO IN U.S.A.

SELLING TAPE RECORDERS 3

STORY STARTS ON PAGE 82

live and from radio to phono; to play back effectively; to be portable; and to be able to take it. Finally, owners of cheap recorders generally know little about operating them, often damage them by improper playing.

Since recorders are complex electro-mechanical machines which must maintain absolutely constant running speeds, even the best experience breakdowns and get out of adjustment, Bettencourt says. Most troubles are mechanical in origin, rather than electrical, he continues, adding that expensive recorders are more simply constructed and easier to service.

"Any radio tech who can do a good job on a record changer should be able to pick up tape recorder servicing," Bettencourt concludes, "because both have an electrical-mechanical basis of operation."

The firm has a minimum service charge of \$4.50 an hour, and no work is done while the customer waits. Bettencourt's bench is blessed with some \$5,000 worth of service equipment, including audio analyzer, oscilloscope, signal generators, VTVM's and harmonic distortion meter.

Hi Fi Lab's commercial and industrial recorder sales operation is simple and direct. Demonstrations are seldom necessary, because most plant executives are familiar with recorders and know what their companies require. Plant engineers and electricians usually plan and execute the installations. Typical of the store's commercial accounts is a Cambridge independent research company which recently

bought four recorders and two speakers for use in its conference room to prevent misunderstandings in the negotiation of contracts with clients. With this sale came an initial order for \$1,500 in blank tape.

The store has built an excellent tape business. Blank tapes far out-sell pre-recorded tapes, because half of Hi Fi Lab's recorder volume is with commerce and industry. But the firm maintains one of the area's largest pre-recorded tape libraries, keeping a selection of 225 on display. Blank tape stocks fluctuate, cresting at about 100,000 reels, Corey says.

The firm has a substantial secondary market for its recorders in the form of owners who want to step up to higher priced machines. Hi Fi Lab takes their old units in trade, runs them through the service department, and sells them easily. The exception to this are old expensive recorders, which Corey terms a drug on the market.

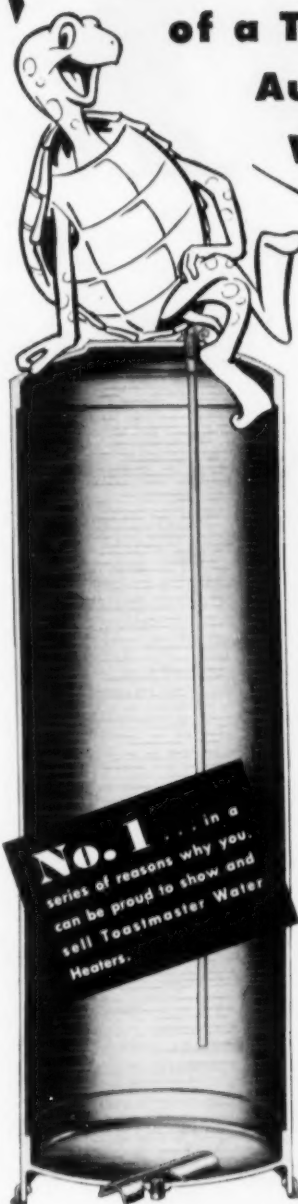
Though there are two or three high-riding discounters in Hi Fi Lab's sales area, Corey loses no sleep over them, because his customers aren't the discount-shopping type. He avoids direct competition simply by not stocking the brands featured by the major cut-price houses.

But the basic reason why Ben Corey doesn't fear the discount house is that he and his employees are high fidelity specialists. They know their products—know how to demonstrate them, know how to sell them, and know how to repair them. *End*



Under the shell...

of a TOASTMASTER Automatic Electric Water Heater



STARTING FROM SCRATCH, a Toastmaster Automatic Electric Water Heater is unique. Look, for instance, at the tank thickness... that's true heavy-duty steel, hot-rolled for perfect roundness, with head and base units (and incoming water baffle) separately welded to the cylinder.

Once the tank is formed, it is either galvanized or glass-lined with *Ionodoglas** for protection against corrosion. If galvanized, the entire tank is dipped into pure molten zinc... the final result is a sparkling, fully protected tank that will last for years, under normal circumstances. If scheduled for glass lining, the tank interior is completely coated—including all seams—with pure blue molten glazing that defies rust and corrosion from any source. In actual practice, *Ionodoglas* fuses with the steel throughout the entire tank interior surface... while the tank exterior is chemically treated to prevent corrosion damage from the outside.

When the seasoned Toastmaster inspectors have approved the tank for fabrication, whether galvanized or glass lined, it is attached to the heavy-duty base by means of extra-heavy "J" bolts which assure permanence and stability. Secondly, the money-saving heat trap, which prevents pipe-cooled water from returning to the tank, is installed. (At the same time, the famous *Ionodic** pure magnesium rod is affixed in position, if included in the fabrication).

Now the tank is tested hydrostatically—with a test pressure of over 300 pounds psi... for a working pressure of 127 pounds psi! If it passes the test, tank and base are ready for internal assembly. (See next month's ad for more *Inside Facts* about Toastmaster Water Heaters!)

McGRAW-EDISON CO. • Clark Division
5201 West 65th Street • Chicago 38, Illinois

*"Toastmaster" is a registered trademark of McGraw-Edison Co., Chicago, makers of "Toastmaster" Water Heaters, "Toastmaster" toasters and other "Toastmaster" "Tropic-Aire" and "Tropic-Aire-Carrier" Products. Copyright 1957 by McGraw-Edison Co.



TOASTMASTER

Automatic Water Heaters

BUY 5



Home Drink Mixer,
White, \$22.95 retail.
Chrome, \$27.95 retail.



New "DEEP CLEAN"
Cleaner, \$79.50 retail,
with attachments



Large Family Size
Automatic Fry Pan,
\$22.95 retail.
Polished Aluminum Cover, \$3.50 retail.
Copper-Finish Cover, \$4.00 retail.



Mixette,
Colors, \$19.95 retail.
Chrome, \$22.95 retail.



Electric
Food Grinder,
\$39.95 retail.



Automatic
Toaster,
\$19.95 retail.



Liqui-Blender,
White, \$42.95 retail.
Chrome, \$47.95 retail.



Food Mixer,
White, \$44.95 retail.
Chrome, \$54.95 retail.



New Electric Blanket with
exclusive "SLEEPIN' BEACON"
Control

Twin-Bed Size, Single Control,
\$29.95 retail;
Double-Bed Size, Single Control,
\$34.95 retail;
Double-Bed Size, Dual Controls,
\$44.95 retail.

BUY ANY 5—AND GET A FIN!

\$5 in bonus profit—with every 5 you buy!

We're dealing all along the line—and *you write your own deal!* With every five Hamilton Beach appliances you buy—at full discount—you get a \$5 credit certificate good on your next purchase! In effect, a *bonus profit* of \$5! And you can write the same deal as often as you like! Pick any assortment of 5 appliances—and with each 5 you'll get a \$5 credit!



HAMILTON BEACH

HAMILTON BEACH COMPANY, A Division of SCOVILL Manufacturing Co.
RACINE, WISCONSIN

...and get a Fin!

ANNOUNCING ...
a NEW Hamilton Beach
Fry Pan!

NEW!

Medium Gift Size
Automatic Fry Pan

\$19.95

retail

Aluminum or copper-
finish cover

Handle stays cool

Positive
heat control

Immersible,
easy to clean

Even heat
distribution

Cover vent for
moisture control

THE LINE WITH 5 TO 1 SALES LEVERAGE!

.....*The only 5-year guarantee in the business!*

the
men
and
the
magazines



Dave Garroway
"Today"
NBC-TV



PILLSBURY'S
Art Linkletter
CBS-TV

LIFE

LIVING

House Beautiful

GOOD HOUSEKEEPING

ATTACHMENT OF LETTER OF MERIT
Guaranteed by
Good Housekeeping
IF NOT AS ADVERTISED THEREIN

NOTED FOR SALESMAKING

sell doubly hard for **KNAPP**  **MONARCH**

dealers



KM Redi-Baker
Only way to bake right at the table.



KM Liquidizer
with exclusive
Multi-speed control

Everybody Appreciates the Finest

KNAPP  **MONARCH**

ST. LOUIS 16, MISSOURI



Vacuum Cleaners

(continued)

ing" device is virtually indestructible.

Failure to pick up lint and threads is more common to revolving-brush uprights. Since this machine is noted for its ability to pick up almost anything that will go through its nozzle, most users are quick to wail—"it won't pick up!"—if the machine misses one particle of newspaper lint on the first pass. And this type cleaner gets more than its share of abuse. It is used indiscriminately by some persons to pick up needles, pins, buttons, coins, nails, tacks, and even matches. Bags have been set afire by the latter. Obviously, some of the sharp or pointed objects will either get under the belt and cut it in two or wedge in the nozzle and jam the brush which also will destroy the belt. So with a revolving-brush upright which doesn't pick up lint, you may suspect some trouble with the nozzle brush or its belt. Here is an orderly way to check those parts:

Drop the handle to its lowest position and lay out the cleaner upside down on the floor so that its nozzle mouth faces upward. Now, to find out if the brush bristles are long enough—that is, at least flush with the nozzle lips—turn the brush by hand, if necessary, to point the bristles straight out, and then use a straightedge across the nozzle lips to check the length of the bristles.

It is all right if the bristles protrude a little but if they do not reach the straightedge, the cleaner is not likely to pick up all lint and threads. If you decide that the brush's bristles are long enough, check its bearings. For some brushes you can get new bearings; certain others you would have to renew the entire assembly if the bearings are worn out. Keep in mind, too, that some manufacturers offer an exchange plan for factory rebuilt brushes. Now check the belt. If it isn't rather taut, slipping will render even a good brush ineffective.

If the brush bearings are sound

and only the bristles are worn, you may be able to adjust the brush to a lower position, for some models are equipped with adjustable supports. Eccentric brush-bearing caps afford several adjustments in some makes; several others have adjustable brushholders in the nozzle, either of which is easy to understand on examination. Before you tell a customer that you will lower the brush, though, make sure it isn't already in its lowest position.

Renew the belt if it is questionable and whenever you install a new or a rebuilt brush. When installing the belt, be sure that you make the proper twist over the motor pulley so that the brush will revolve in the right direction. (Reverse brush rotation is impossible in some cleaners, for if the belt is so installed it will hop off immediately the motor is started.) Many machines have belt-installation instructions either on their underside in a conspicuous place or inside the suction cap. Just remember, though, that virtually all vacuum cleaner brushes sweep toward the rear.

Hard to Push. Almost invariably when you service a revolving-brush machine (with manual nozzle adjuster) which fails to pick up lint, you will find the customer has run the nozzle down to its lowest position in an effort to force the ailing cleaner to pick up clinging particles. In such cases you should explain tactfully that an abnormally low nozzle position will make the cleaner extremely hard to push and will not improve its cleaning action whatever.

To find the ideal nozzle adjustment for a specific rug, follow these three steps: (1) raise the nozzle to its highest position, (2) turn on the motor, and (3) lower the nozzle gradually only until you hear the sound of compression (at which time the motor accelerates noticeably). This will indicate that the rug has sealed the nozzle's mouth. In other words, the ideal nozzle adjustment is the highest position where compression can be sustained. Thus, wear on both rug and brush are minimized, for it should be quite clear that the rug will be gently swept on a cushion of air. On the other hand, too low an adjustment could mean that the rug will be hammered by the brush with the floor beneath serving as an anvil.

Some hard-to-push troubles point to a binding spindle in a swivel caster. A drop of light oil usually will remedy such a fault.

Squeaks. To eliminate squeaking, the wheel hubs may need lubricating occasionally. But see to it that not a single drop of oil remains on the outside of the wheel

where it could trickle down to the tread.

Infrequently you may have to oil the handle-fork pivots to stop a squeak there. Just be sure that you wipe thoroughly clean the outside of these parts too.

Emits a Musty Odor. Keep in mind that even a cloth bag is perishable and, as it ages, may develop leaks not always visible to the naked eye. On an upright, a leaky bag will return considerable dirt to the area whence it was picked up. In tanks and canisters, some of the leaking dirt may be caught by a filter, but much of it may lodge in the motor. Renew the bag in such cases and if the cleaner has a filter, renew this at the same time if you cannot clean it satisfactorily.

Handle Falls from Vertical Position. Upright cleaners which use only a detent to lock the handle in any one of several positions present no service problems in respect to that mechanism to one who can tell one end of a screwdriver from the other. Satisfactory installation of a handle-balancing spring in certain models, however, is something else.

Even a wizard's patience can be strained almost to the breaking point as he undertakes his first handle-spring job. Yet it isn't a difficult task if a few facts are fully understood. Lacking specific instructions, you may find these general suggestions helpful:

The handle-spring tension is extremely important. For example, sufficient tension should be provided to pull the handle to its upright position from about a 15 degree tilt. With more tension than that, the entire cleaner may rock backward when the handle is lowered; with less, the handle will fall. To achieve the happy medium when you load the spring, you will need to "wind it up" about one full turn with the handle fork in its vertical position.

In some models, one end of the spring may be hooked in either of two places 180 degrees apart on the handle-fork shaft which affords a two-position adjustment. So with this type it is a good idea to fit the parts together loosely, at first, in order that you may select the ideal hooking point before you struggle with loading the spring.

Motor Service

A word of caution must be injected here. Before you open a vacuum cleaner motor, consult the manufacturer or jobber for the recommended motor-servicing procedure. Some manufacturers prefer that motor service be rendered only by their authorized representatives

and, to discourage others, they will not supply individual motor parts or service literature to anyone else. Don't buck such a policy, it's much better to cooperate, for about the most embarrassing mess you can get into is to start a job you can't finish.

But though you may not be authorized to open the motors of certain makes, you can, even for them, handle some of the work discussed in this section, for not every job listed requires disassembling.

Will Not Start. Assuming, of course, that power is reaching the motor, about 90 per cent of the "silent nonstarters" will have faulty carbon brushes. Renewal of these parts is not usually an involved task, unless the old brushes hang in the slots, for you can reach the brush caps in most cleaners either from the outside or after removing a shroud.

If you can't get the old brushes out without risk of damaging the commutator, you'll have to open the motor so that you can push them out. Make sure that the new brushes slide freely in the slots and that the commutator is smooth and clean.

Disrupted wiring within the motor is extremely rare unless an amateur has monkeyed with the interior.

Field coil failure is also uncommon. The coils may be tested in series with a 25-watt lamp and both should be renewed if either is faulty. When you must disconnect or remove the fields, mark the position of the core and identify the leads, for if you transpose the brush leads reverse rotation will result.

An open-circuited armature usually can be detected without removing it. If the cleaner is connected in series with a lamp, it will go out when the "dead spot" on the commutator is brought in line with the brushes by hand turning.

A motor which hums but fails to start, may have a faulty armature or worn bearings—if it is not jammed. A foreign body will sometimes jam an upright and damage it seriously. With most uprights, if you remove the suction cap you can reach the armature shaft for hand turning in order to locate the point of jamming and check the bearings. Be sure to inspect a jammed machine with more than usual care, for such an accident imposes a violent stress on many vital parts. For example, a needle or a nail if struck squarely by the fan could damage the bearings, bend the armature shaft, break the fan, or even crack or puncture the fan case.

Disintegration of a suction fan may jam a tank or a canister model,
(Continued on page 124)

GENERAL ELECTRIC

The new Twin-Brush Floor Polisher

\$49⁹⁵*
Complete with scrubbing brushes and buffing pads

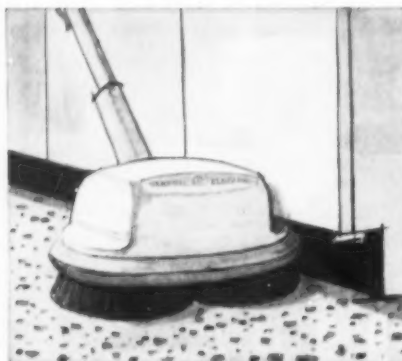
Look for the new General Electric Twin-Brush Polisher to electrify the whole floor polisher field—revolutionize floor care.

This new polisher handles so easily, women will use it at least once a week—making it a “regular” for housekeeping.

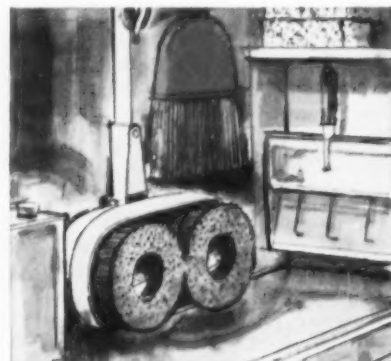
Here, at last, is a way to keep floors looking beautiful all the time without frequent heavy-duty chores.



Light and easy. No trouble at all to lift and carry this lightweight floor polisher. Women will use it all through the house on wood, tile, linoleum . . . all kinds of floors.



Sweet and low. You can tell at a glance that this new floor polisher is completely functional. Gets under heavy furniture and into hard-to-clean corners.



See how it stores with weight off brushes. Saves space. Saves wear. Note those big twin brushes. They mean easy steering and no polishing marks on floor.



Scrubbing brushes make light work of special kitchen floor care. But frequent once-overs with the new polisher keep even necessary scrubbing to a minimum.

Comes to you in handy “carry-home” carton. Easy to assemble, 2-piece handle, permits packing in 28" x 13" x 8" box.

Get ready for
big sales when this lively
ad in **LIFE** announces the
new idea in floor care.

Commercials too,
“CHEYENNE” ABC-TV network

Progress Is Our Most Important Product

GENERAL  ELECTRIC

INTRODUCES...

The new idea in floor care

Now! Give all your floors
that "just done" look... in minutes



**New General Electric Floor Polisher
introduces new idea in floor care!**

What a joy to find yourself forever free of frequent messy floor jobs! With the new General Electric Floor Polisher, the heavy-duty chores come only twice a year, yet floors look lovely all the time.

Why? Because you spend a few easy minutes each week breezing through the house with your new General Electric Floor Polisher. It's so easy to carry—so easy to use. New modern design makes it easy to get into hard-to-shine corners and under furniture. Watch it whip over heavy traffic areas. Even stubborn scuff marks disappear like magic!

Get the new General Electric Floor Polisher. Give all your floors that "just done" look—in minutes.

General Electric Floor Polisher \$49⁹⁵*

The easy-to-use Twin-Brush Polisher complete with scrubbing brushes and buffing pads

*Manufacturer's recommended retail or Fair Trade price. General Electric Company, Vacuum Cleaner Department, Housewares and Radio Receiver Division, Bridgeport 2, Connecticut.

Progress Is Our Most Important Product
GENERAL ELECTRIC

Handles so easily all through the house...
on wood, tile and linoleum floors.

A SUNBURST
OF COLOR
IN A TRASH
AND GARBAGE
DISPOSAL UNIT

*for more
colorful
selling!*

Majestic CUSTOM INCINERATOR



Another
new
model
in the
new
line!!

- Modern styling in pleasing, functional design
- Colorful beauty for kitchen or utility room
- Steel liners and grates guaranteed five years
- "Cool-Touch" air and spun glass insulated casing

- Exclusive air-pool "suspended incineration"
- Super-heated Turbo-Tunnel for complete combustion
- "Top-of-charge" patented downdraft air circulation
- Concealed single-control grate and big ash drawer

IMPERIAL



Response to the new Majestic line of modern incinerators has been so great that a new model—in brilliant color by popular demand—is being brought out six months ahead of schedule. Automatic gas-fired, with burner timer, stainless steel flame distributor, and other Majestic quality features, it combines advanced engineering with modern eye-appeal.

Priced Between the IMPERIAL and DELUXE



Majestic's Custom model fits into the line between the white-and-gold Imperial model, with its toe-lift loading door and back panel controls, and the economical Deluxe unit with its handsome, smoke-gray enamel finish. Ideal for eye-catching display!



DELUXE

Write for full details on this unit
or the complete Majestic line

The **Majestic** Co., Inc.
473-A Erie Street Huntington, Indiana

MAJOR APPLIANCE SERVICE

STORY STARTS ON PAGE 86

but fouling by a foreign body is unlikely because in most of these the bag is ahead of the suction fans. (This point is clearly illustrated in Figs. 1 and 2.) To reach the armature shaft for hand turning in some tanks and canisters, you will have to disassemble somewhat more of the cleaner than you would for the same purpose in an upright.

A "humming nonstarter" whose fields and bearings are sound and whose armature can be turned freely by hand, may be suspected of having a burned out armature.

Bearing seizure is by no means a common fault in modern cleaners, but it can happen. In such cases it is advisable to renew the bearings.

Shocks. Grounding sometimes accompanies coil failure whether it occurs in the fields or in the armature. And careless placement of the interior wiring during motor assembly also will cause a ground.

Vibrates. Worn bearings will cause slight vibration whereas a broken fan will shake the machine with such violence that it may bob up and down. Between these two extremes, a bent armature shaft running at full speed will impart an unpleasant tingling sensation when you touch the cleaner. Renewal of the worn or damaged parts is the only remedy for this.

Pulsating Operation. This usually points to a partially burned out armature—assuming, of course, that a steady flow of current is being delivered to that subassembly.

Excessive Arcing at Commutator. If the brushes and springs are in good order and making steady contact and the commutator is smooth and clean, this also could point to a partially burned out armature.

How to Open the Motor. Even for a semiskilled mechanic, a vacuum cleaner motor should not be difficult to open if he knows how to remove the suction fan(s). Those

locked to the shaft by a setscrew present no problem, but the screw-on type or those retained by a nut on the shaft-end puzzle some men to the extent that they damage the motor in an attempt to remove the fan. So don't try to force a fan or a fan nut in an effort to find out which way it unscrews. Rather, know which way it unscrews before you start. A screw-on fan or fan nut will unscrew in the direction of motor rotation. It's that simple. If the motor will not run, just remember that the curved tips of the fan blades point in the direction opposing rotation.

Bearings are no trouble to renew in today's cleaners. Most of them will have either ball bearings or self-aligning "oilless" sleeve bearings.

Assembling the Motor. After you have cleaned the parts, be sure to provide initial lubrication for the moving parts and charge the oil chambers with the kind and quantity of lubricant suited to the type of bearing.

When you install the end cap, tighten the screws evenly, a little at a time, twirling the armature shaft as you go along, so that if binding occurs you can detect it before you risk springing the cap or bending the armature shaft.

To do a preliminary test on the motor after reassembly, run it before you attach the suction fans for safety's sake.

Prove the Work

When you have fully assembled the machine check it thoroughly for grounds and loose connections and test its mechanical features, too, to be sure that each responds as it should. Before you do an operating test on your customer's rug, though, don't forget to clean those wheels, particularly if you have oiled them, lest you exchange an insignificant squeak for an expensive squawk. End

IT'S PAST HISTORY NOW . . . the greater part of your summer business, that is, and the time has come to set your sights on fall sales. To help develop that thinking **ELECTRICAL MERCHANDISING** will devote a major portion of the September issue to the entertainment mediums—Radio—Television—Hi Fi. Your customers will be thinking along these same lines too so be on the lookout for . . .

SEPTEMBER'S BIG RADIO-TELEVISION ISSUE

THE BIG NEWS COMES FROM YOUNGSTOWN KITCHENS

Style sells! Color sells! Features sell!



A YOUNGSTOWN KITCHEN...THE HAPPIEST ROOM

IN THE HOUSE

...that's why everybody's selling new future-fashioned **MONTEREY**



Youngstown Kitchens

DIVISION OF **AMERICAN-Standard**
WARREN, OHIO



She'll buy this kitchen as she buys her wardrobe. Sell the new Monterey Kitchens in Basic Units. Then *Trade-Up* to bigger sales and bigger profits with Monterey Cabinets and accessories all in new warm-toned "Sandalwood" beige.

Launched with the biggest promotion program in kitchen history, MONTEREY...the custom-steel kitchen with exclusive wall cabinet doors in furniture-finished hardwood...continues its big sales hit with Full Color National Advertising for added sales. This is *one more* good reason why it pays to be a Youngstown Kitchens Dealer...discover the sales-making benefit of carrying this famous kitchen line, backed by powerful national promotion. Learn about the new easy-payment plan you can offer on all Youngstown Kitchens units.

For
complete
details
mail
this
coupon
today:

YOUNGSTOWN KITCHENS

Dealer Department, EM8, Warren, Ohio
Please send me complete information on how I can become a Franchised Youngstown Kitchens Dealer.

NAME _____
STORE NAME _____
ADDRESS _____
CITY _____ STATE _____

Quality Protects Your Investment — AMERICAN-Standard Quality Is Available At No Extra Cost.

Now! An open invitation to your prospects . . .

Compare Motorola Golden Satellite

Never before so many important advances . . . all in one fine set

Even made-to-order sets can't give your prospects the features they'll find in Motorola Golden Satellite TV.

That's why it'll pay you to demonstrate—to compare. You're in for some real sales surprises.

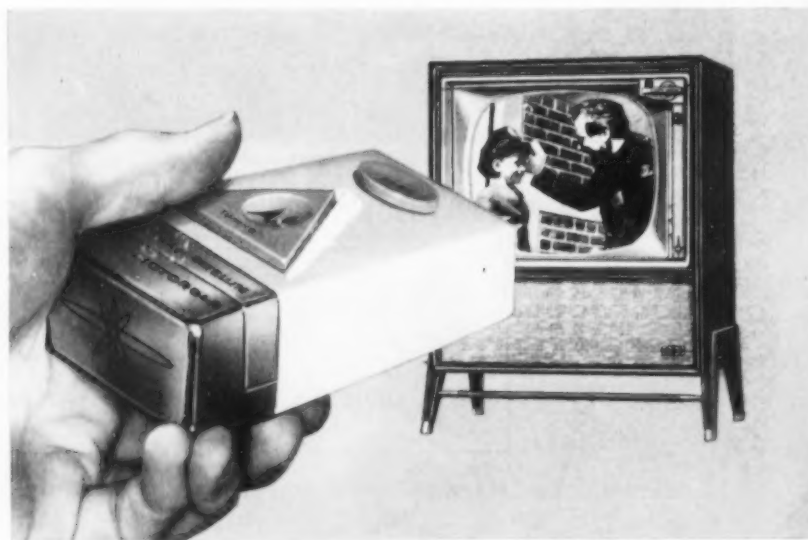
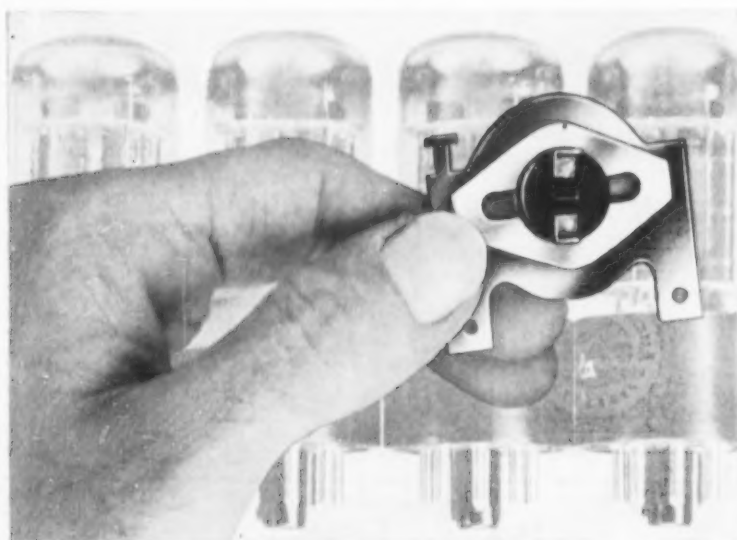
Show your customer that this TV can be tuned *perfectly* from an easy chair across the room, without wires. Golden Satellite TV features a wireless remote control that brings in channels automatically fine tuned.

Point out that Golden Satellite TV *stays* young.

Motorola has perfected an amazing electronic discovery that cushions "warm-up shock"—the main cause of TV failure. It eliminates 3 out of 4 service calls, adds years to the life of the set.

Emphasize new Thin-Line styling. Here's slender elegance that doesn't skimp on width or height. So there's even room for three powerful hi-fi speakers. It's the first blend of fine furniture, Top TV and hi-fi.

Why not call your Motorola distributor now? The sooner you demonstrate, the sooner you'll sell.



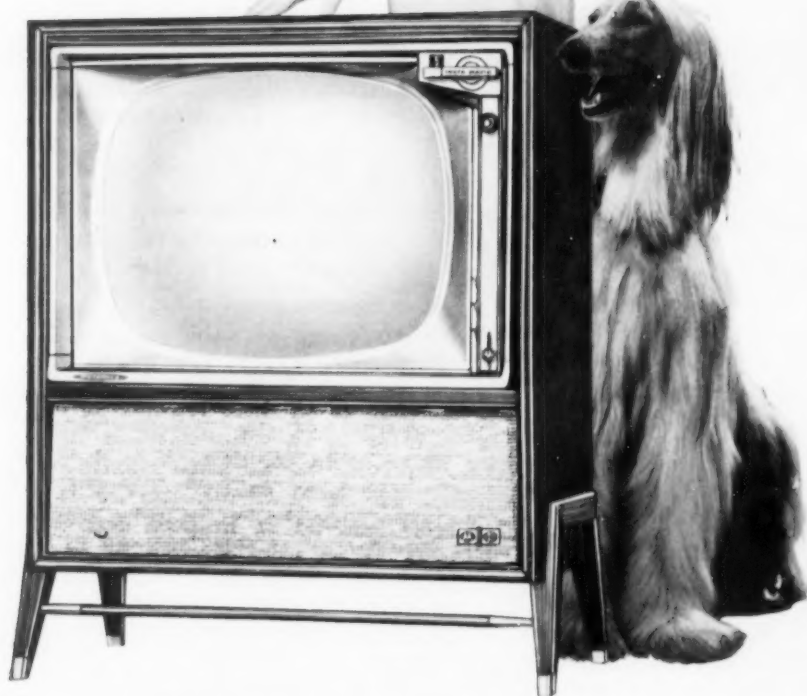
New!

Electronic Discovery Ends "Warm-up Shock" That Costs TV Owners \$10,000,000 Yearly. Exclusive Tube Sentry eliminates 3 out of 4 service calls. Brings on picture and sound simultaneously. Triples the life expectancy of every tube and circuit.

New!

First Wireless Control That Changes Channels, automatically Fine Tuned. Tunes TV from 'way across the room. Turns the set on and off. Holds volume level from station to station. (Naturally, you can do all these things right at the set, too.)

TV



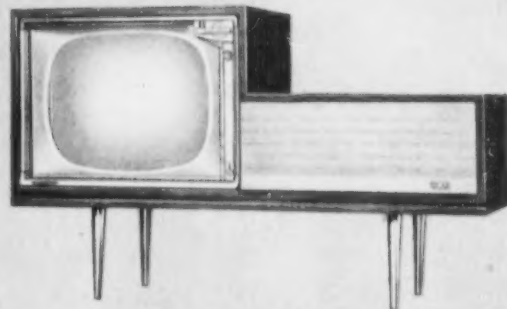
Classic elegance—Model 21K83. All the finest Motorola features. Golden Satellite Remote Control. Power M chassis. Tube Sentry. Insta-Matic Tuner. Mahogany, Blond or Cherry wood finish.

New!

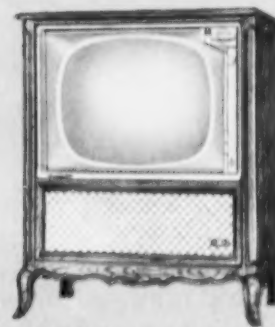
Thin-Line Styling. The lean, lithe look in rich-grained, satin finished hardwoods. Completely functional design. Simplified controls . . . push-button on-off, pushbutton channel selector. Illuminated channel indicator. Multiple hi-fi speakers are tilted up towards ear level—tinted safety screen is tilted down to eliminate glare.

ELECTRICAL MERCHANDISING—AUGUST, 1957

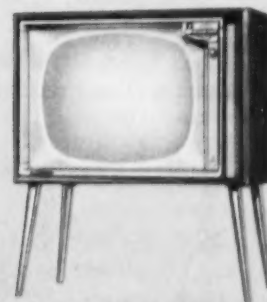
LOOK...A STYLE FOR EVERY TASTE



Contemporary Console—With New 4-Speed Automatic Hi-Fi Phonograph, Model 21F8. Tops in pleasant viewing, pleasant listening. Golden Satellite remote control. Automatic controls in both TV and phono. Beautiful wood cabinet in Blond or Walnut finish.



Traditional Cabinetry — Magnificent French Provincial, Model 21K80. Insta-Matic tuner—Golden Satellite wireless remote control. Golden M chassis. Tube Sentry, 21" over-all diagonal picture tube with 263 sq. in. viewing area.



Clean contemporary—Model 21T46. Insta-Matic TV with Golden Satellite Tuning System. Power M chassis. Deluxe trim. In Mahogany or Blond Oak finishes.

MOTOROLA TV
World's Largest Exclusive Electronics Manufacturer

In Canada: Addisons, Ltd.

PAGE 127



George David Schiering

Glenna Mae Schiering

Mrs. Glenn Schiering

Glenn Schiering

Mrs. George Schiering

George Schiering

The man at the right has been in retailing since 1908. He has been a General Electric retailer since 1929. What does he think of his business?

Would he advise his son to enter it?

The man is George Schiering, founder of the oldest active General Electric appliance retailing business in greater Cincinnati, Ohio.

As for his son, he's already *in* the business. That's Glenn Schiering, third from right, present full-time manager.

And it doesn't end there. George's wife used to run the business with him. Glenn's wife has been in it since her marriage. Glenn's son and daughter work in the store part-time—and there's a good chance that the son, George David Schiering, will enter the business permanently after his schooling.

That will make *three* generations.

There must be something very strong and stable about a business that can make generation after generation of the same family want to stay with it, grow with it, prosper in it.

One of the great strengths has been a set of solid, consistent, management policies. For instance, the store does all its own financing. This has been a great sales aid. The Schierings have

also found good service to be a key to sales—particularly to *repeat* sales. They keep one full-time and one part-time service man on their payroll, and are backed by the General Electric distributor's 70-man Metropolitan Service Group.

Has the Schierings' relationship with General Electric helped them? We *asked* George and Glenn Schiering. Here's what they say . . .

about the General Electric product:

"General Electric always has a competitive product with wonderful customer acceptance. For example, nobody builds a better refrigerator mechanically than General Electric. You can sell their product with confidence."

about General Electric service:

"They have a department of friendly people—that always helps us close a sale."

about repeat business:

"We like to sell General Electric because we know we're not going to lose the customer after one sale. We know he'll buy again and again."

about their General Electric distributor:

"All through the years, they've had good sales counselors. We always have the feeling that these people have a real purpose. They're not here just to try to sell us more appliances. They're here to help *us* sell more appliances."

For three generations, the appliance business has been helping to give the Schiering family a good living—and a good life. We're frankly proud of the fact that the Schierings feel General Electric policies have been helping, too.

Our policies are based on the belief that *what is good for General Electric retailers is certainly good for General Electric.*

General Electric Company, Appliance and Television Receiver Division, Louisville 1, Ky.

Progress Is Our Most Important Product

GENERAL  ELECTRIC

NEW PRODUCTS



ANNA A. NOONE

New Products Editor



G-E Steam Iron

General Electric Co.,
Housewares & Radio Receiver Div.,
Bridgeport, Conn.

Device: New G-E spray steam and dry iron No. F-61 with pushbutton spray feature for sprinkling clothes while ironing.

Selling Features: Pressing a button on iron handle top releases fine spray of warm water onto fabric, sprinkling it so that wrinkles and creases can be ironed out easily.

Operates as steam iron or dry iron at flick of button; other features include visualizer fabric dial for selecting correct ironing temperatures; cord lift keeps cord off fabric; weighs 3½ lbs.

Distilled or deionized water is recommended except in soft water areas, and a deionizing unit with complete instructions is included in each carton. Price: \$19.95.



HOOVER Cleaner

The Hoover Co.,
North Canton, Ohio

Model: Hoover "Convertible" upright cleaner.

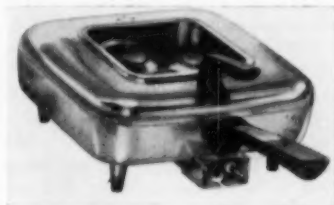
Selling Features: Nozzle automatically adjusts to various carpet heights, with narrow rear wheels and wide front wheels; also gives improved carpet vibration over entire cleaner width, which is 17 percent wider than previous models; new agitator brings cleaning action closer to baseboards; equipped with a special 2-speed automatically controlled motor that oper-

ates on 120 volts, a.c.-d.c. at 420 watts for floor cleaning, and at 625 when converter is inserted for above the floor cleaning tools. User can insert converter from standing position by tipping cleaner forward.

Other features include "beats as it sweeps as it cleans" action; vinyl jacket covers throwaway filter bag and is odorless, dust resistant and fade-proof; muffler system makes it quiet; polyethylene wheels reduce vibrations; accessories include automatic shift converter, bare floor brush, dusting brush, telescoping extension tube, crevice tool, furniture nozzle, blower, "double-stretch" hose that stretches 16-ft.

Low silhouette housing height from floor to top of hood is 6½ in.; 2-tone styling in heather rose and pearl white, with vinyl bumper; aluminum hand grip; 2 pedals—one to adjust nozzle height, one for handle release.

Price: \$134.90

UNIVERSAL Cookamatic
Controlled Appliances

Landers, Frary & Clark,
New Britain, Conn.

Models: Universal "Cookamatic" interchangeable probe-control operates 5 new Universal appliances: 2 frypans, a griddle and 2 saucepans.

Selling Features: Cookmatic precision temperature control fits palm of hand, corrugated grip makes it easy to plug into appliance and remove; rounded dial has large visible numerals that lineup for accuracy with jeweled light; located under appliance handle it is easy to see and use with built-in metal recipe chart on handle; bi-metallic strip



runs full length of probe for greater sensitivity.

Appliances include a medium size frypan with 105 sq. in. cooking surface, and a large size frypan with 132 sq. in. cooking surface. Both frypans have a choice of covers—a "Peek-in" which combines metal with a glass window for inspecting food, and an all-metal cover. Newly designed handle on covers.



Automatic saucepans in 3 and 5 qt. built-in grease well, special feet, balanced handles for at-the-table use.



Automatic saucepan in 3 and 5 qt. capacities have specially designed self-basting lids; 5 qt. model has trivet for baking and extra balancing handle.

Prices: Frypans, \$12.95 and \$15.95; "Peek-in" covers for both \$4. metal cover, \$3. extra. Automatic griddle, \$16.95; saucepans with covers, \$14.95 and \$18.95. Control to operate all five appliances, \$6.95 extra.

TAPPAN Built-in Freezers and
Refrigerators

Tappan Stove Co.,
Mansfield, Ohio

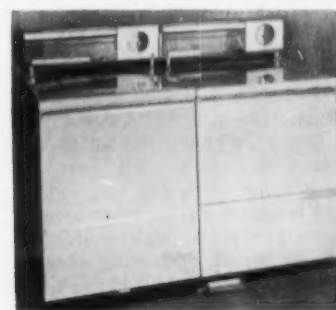
Device: Built-in, freezer-refrigerators.

Selling Features: All visible sides finished permitting homemaker 4 combinations—can be placed as stack-ons, side-by-side with left and right hand doors, staggered levels or with freezer at floor level, refrigerator on top at eye-level, or as a room divider.

Freezer has 234 lbs. capacity with even zero temperature; 20-can fruit

juice automatic inventory frozen food package dispenser and cubed ice trays.

Refrigerator has 9 cu. ft. capacity; features include handy vegetable crisper; egg and cheese compartment; in-the-door freshener with sliding doors; self-contained unit plug into standard outlet; shasta white, coppertone, yellow, or white with chrome doors.



G-E Washer and Dryer

General Electric Co.,
Louisville, Ky.

Models: G-E 1958 automatic Filter Flo washer and automatic dryer.

Selling Features: Deluxe washer has Fabric Key system of automatic controls to select right combination of wash speed, spin speed, and wash and rinse water temperatures for each type load put into washer—a touch of Fabric Key that suits wash load, automatically selects right combination of wash, and spin speeds and water temperature; a dispenser automatically releases a rinse agent during rinsing cycle. Filter-Flo wash action circulates and filters full tub of wash water at rate of 6 gpm; lint, soap scum, sand, silt are automatically removed; a water saver button saves hot water on small loads; rinse temperature selector gives choice of warm or cold water rinse.

Deluxe 1958 automatic clothes dryer features an automatic de-wrinkler; wash-and-wear men's suits, shirts, skirts and other synthetic-fabric can be washed, put into dryer de-wrinkled and ready to wear in less than an hour. One dial control, the dryer dries a typical family wash of 6 lbs. in about a half hr., on 230 volts; an air freshener releases fragrance; automatic sprinkler dampens clothes for ironing; foot pedal opens dryer's full-width magnetic door.

Both washer and dryer have straight lines, flat surfaces and squared corners in built-in look design, in white or any G-E Mix-or-Match color, pink, yellow, turquoise, green or woodtone, washer operates on standard 115-volt circuit; dryer on 115 or 230-v; de-wrinkler requires 230 volts.



MAYTAG Dryers

The Maytag Co.,
Newton, Iowa

Device: Maytag low-heat dryers electric No. 66CB and gas, No. 76CB.

Selling Features: Provides uniform heat distribution; in a convection cool cabinet; disk-type lint filter revolves with drum to filter 100% drying air.

"Halo-of-heat" air flow principle eliminates hot spots; cycling control and low temperatures protect clothing and eliminate possibility of damage to delicate fabrics.

Drying cycles are pushbutton controlled: for regular (135 degs. F.) wash-n'-wear (160 degs. F.) and air fluff (room temperature); door-operated safety switch and high limit safety switch located in heating chamber filter; air circulation 150 cfm; vent 4-in. in diameter; Nichrome Helix coil element draws 4800 watts on 230 volts or 1700 watts on 115 volts; 4 h.p. with built-in overload protection. Gas model has a single port burner with 18,000 Btu input; automatic pilot; automatic pressure regulator; uses bottle, mixed or natural gas. Both models have 9 lb. capacity; with drying time selective from 1 to 120 min. with 3-min. no-heat at end of cycle.



**WESTINGHOUSE
Refrigerator-Freezer**

Westinghouse Electric Corp.,
Appliance Div.,
Columbus, O.

Model: New "Food Mart" combination refrigerator-freezer DCK-22.

Selling Features: 2-door model, has 20½ cu. ft. capacity—11 cu. ft. freezer at bottom and 9.5 cu. ft. refrigerator at top; refrigerator defrosts automatically after each cooling cycle; crisper holds ½ bu. fruits and vegetables at controlled moist temperature; 2 full-width glide-out shelves; in the door storage including cheese and butter keeper; bottles, juice and canned goods storage.

NEW PRODUCTS

Freezer section holds 385 lbs; features 5 wrap-around quick freezerplates for uniform sub-zero temperatures of 10 to 15 degs below zero. Tilt-out basket at bottom for bulky packages.



GIBSON Refrigerator

Gibson Refrigerator Co.,
Div. Hupp Corp.,
Greenville, Mich.

Device: Gibson refrigerator No. GP-1331C for large families.

Selling Features: Has nearly 13 cu. ft. storage space; pushbutton defrosting; full-width Freezer locker holds up to 66 lbs frozen food; door provides handy shelf for loading and unloading; 4 deep door shelves plus in-the-door butter and egg racks, for storing most-used items at fingertips; 3 interior shelves; Fresh'ner Locker for beverages and salads, 2 Swing'r Crispers for fruit and vegetables that swing out for convenience; white Hylux exterior, frosty peach interior; leveling legs; Gibson Scotch Yoke compressor.



THERMADOR Ranges

Thermador Electrical Mfg. Co.,
5119 District Blvd.,
Los Angeles, 22, Calif.

Device: Thermador's 1958 line of "Ultra-Matic" console ranges.

Selling Features: Line consists of 4 basic range models, all-porcelain or porcelain body with stainless steel top in decorator colors of copper, turquoise, yellow, pink and white; all have 1 superfast "Speed-Matic" element, 1 automatic "Therma-Matic" element; Vari-Speed control on all surface elements except the Therma-Matic which has its own thermostat; all but Series 44 have removable rotisserie with Vari-Speed control on rod-type broiling element; each oven has removable rod-type baking element.

No. 46R (porcelain) and 46Rs, Stain-

less top, has double oven, removable rotisserie and 6 surface elements; No. 45R (porcelain) and 45Rs (stainless top) have double oven, removable rotisserie, 4 surface elements and griddle; No. 44 (porcelain), and 44S (stainless top), have single oven, storage compartment, 4 surface elements. No. 34R (porcelain), and 34Rs (stainless top) have 23 in. oven, removable rotisserie, 30-in. 4-element top.

All models feature "built-in" look.



WESTINGHOUSE Cleaner

Westinghouse Electric Corp.,
Appliance Div.,
Mansfield, O.

Device: Westinghouse cleaner MC-1 that caddies tools.

Selling Features: Big-wheel mobility; "attachments that come with cleaner are carried in 'built-in caddy', including a combination floor and rug tool, crevice tool, drapery nozzle, dusting brush and chrome steel extension tubes; lightweight hose of flexible vinyl plastic; door at front of cleaner gives access to removable and disposable bag, when door opens it automatically detaches bag; floor and rug tool at flick of switch is converted to either purpose; exhaust port, concealed by side panel, can convert to blower for spraying; beige and dark brown; adjustable cord storage; weighs 17 lbs.

Price: \$69.95.



WASTE KING Disposers

Waste King Corp.,
3300 E. 50th St.,
Los Angeles, Calif.

Device: Waste King Super Hush food waste disposers.

Selling Features: Super Hush is wrapped in a noise-deadening plastic shell lined with ½ in. Silican fiber sponge; anti-jam flow conductor impellers help step up liquefaction from

25 to 35 percent; Hycar mounting; liquefying action is faster and more efficient because of redesigned internal operating mechanism; liquefaction begins when water is turned on, switch flipped; motor spins a horizontal turntable near bottom of liquefying chamber at 1725 rpm; anti-jam conductors mounted on turntable swing free only to release food particles; waste is grated against cast steel atomizer ring until it is worn down sufficiently to pass through tiny escape holes below; surgical steel blade beneath rotating disc, clips remaining particles before liquefied food waste is washed into sewer system.

Prices: Super Hush No. 7000, \$99.95; Hush No. 700, \$74.95; No. 72, \$59.95



JOHNSON Floor Machine

S. C. Johnson & Son, Inc.,
Racine, Wis.

Device: Johnson's "Convertible" floor care machine polishes floors, also dry-cleans rugs.

Selling Features: New dry-cleaning rug attachment "twists" on—no complicated adjustments—polished center disk lets machine glide over rug as bristles work new rug-cleaner preparation deep into rug pile—brightens colors and restores dull rugs and carpets.

Standard equipment consists of machine plus a single 8-in. diam. brush with Tampico bristles that angle-out for extra polishing quality; 3 disposable buffing pads; fan-cooled fractional h.p. motor in heavy-duty plastic housing is only 7½ in. high; 18-ft. cord, 36 in. handle; specially designed vinyl plastic bumper lets machine polish and scrub to walls and baseboards; weighs 10½ lbs.

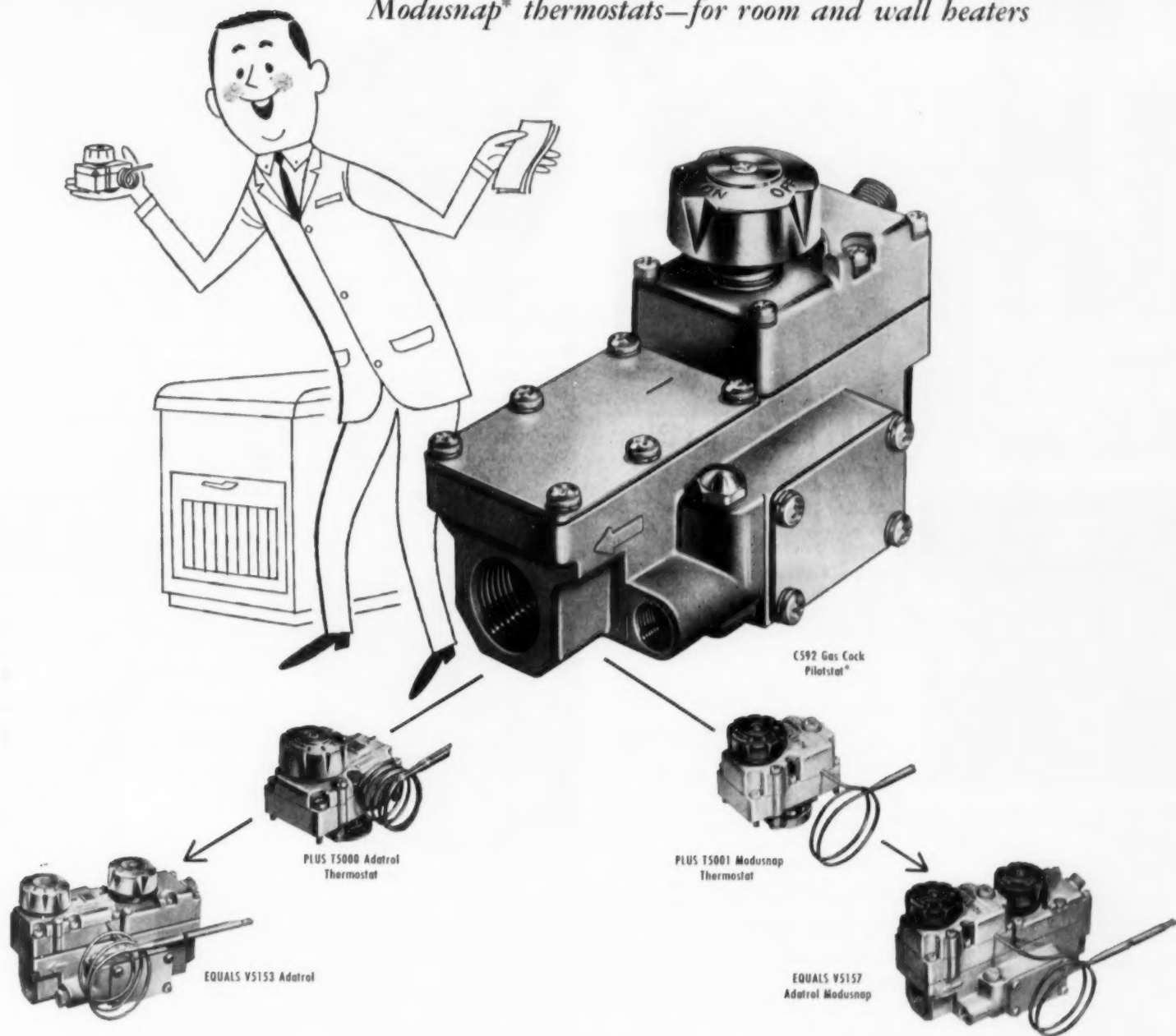


Optional rug dry-cleaning kit consists of attachment and 4 12-oz. cans of new rug cleaner compound.

Waxing and scrubbing kit, also optional, includes a scrubber brush with toed-in bristles to prevent splash, and a package of 10 disposable applying and buffing pads, a pt. of Johnson's beautiflor and a pt. of Kleen floor cleaner and wax remover.

Price: Polishing machine, \$49.95; rug cleaner attachment with 4 cans of cleaner, \$13.95; waxing and scrubbing kit, \$4.95.

New Honeywell Adatrol* offers either snap-action or
Modusnap* thermostats—for room and wall heaters



Honeywell Pilotstat* with choice of add-on thermostats helps you

double profits in 5 minutes

• *Easy to sell*—You can now offer Adatrol with snap-action thermostat or the new Adatrol-Modusnap which has both snap-action and modulating control. You sell *every* customer because you offer the *specific* thermostatic control best-suited to individual needs. You can sell budget minded customers the pilotstat *now*—and their choice of add-on thermostats later.

• *Easy to install*—Five minutes is all it takes to install either

Adatrol or Adatrol-Modusnap—based on actual tests.

• *Easy to double your profits*—You double your profits when you sell room and wall heaters *with* either Adatrol or Adatrol-Modusnap.

To order your Adatrol or Adatrol-Modusnap, or to get further information, call your local Honeywell office or write to Minneapolis-Honeywell, Dept. EM-8-150, Minneapolis 8, Minnesota.

*Trademark

Honeywell



First in Controls

NEW PRODUCTS



IN-SINK-ERATOR Disposer

In-Sink-Erator Mfg. Co.,
Racine, Wis.

Device: Budget priced disposer No. 333.

Selling Features: Capacitor start 1/2 h.p. motor; cushioning baffle at sink opening; resilient mounting between unit and drain connection; cushioned disposer cover for quietness; easily installed; space-saving carton.

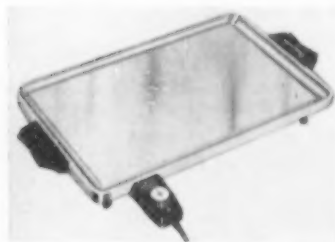


TAPPAN Range-top Food Center

Tappan Stove Co.,
250 Wayne St.,
Mansfield, O.

Device: Tappan range top and NuTone food center has been combined into one built-in unit.

Selling Features: NuTone food center motor is now available built into 42 in. Tappan drop-in range top with 4 speed-flex cooking units, making it possible to do practically all food preparation and cooking within a small area; Food center includes a meat grinder, blender and knife sharpener; mixer and fruit juicer are also available extra for use on same 340-watt motor built into the Tappan surface unit top.



DOMINION Griddle

Dominion Electric Corp.,
Mansfield, O.

Device: Dominion Griddle No. 2301.

Selling Features: New king-size, portable, automatic griddle has 188 sq. in. cooking surface; plugs in anywhere; detachable, self-contained heat control

unit with thermostat and pilot light; provides temperature range to 420 degs; griddle can be completely immersed; control unit fits not only the griddle but Dominion's new 11 and 12 in. automatic fry-skillets.

Price: Griddle \$19.95; control, \$4.95.



G-E Telechron Clock Line

General Electric-Telechron,
Ashland, Mass.

Models: 17 new and improved clocks in G.E. Telechron line, feature lucite, natural wood, brass, gold and copper.

Selling Features: Leading, is Shining Hour wall clock—a circle formed by clear lucite rays, gold inserts emanating from gold colored dial.

Trixie, novelty clock for children has non-breakable plastic round turquoise case, yellow dial has brown puppy picture.

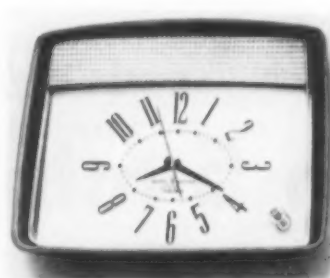
Universal, classic wall clock has zodiac embossed on circular brass frame, convex brushed dial sets off black roman numerals and hands.

Contrast, wall clock is now available with cold colored wrought iron scroll work and black dial and hands.

Dinette features a saucer shaped dial that floats on cone-shaped case, comes in white dial with red, turquoise or yellow case, or pink dial with gray case.

Provincial, new alarm for desk, mantel or bedroom in French Provincial, fruitwood case, etched gold dial.

Other clocks in line include Royal



Snooz-Alarm with triple call for 40 extra winks in beige; Rendition with brushed brass case; Radial and Brite Dial in new cases; Galaxy in pink, gray or blue; Wakewood and Giftwood, 2 new alarms in light or dark African mahogany. Lite-Time kitchen or bathroom clock with illuminated face, Symmetry, round wall clock in copper or chrome with matching bas-relief sunburst inset, and Clarity kitchen clock with large black numerals on white dial, available in red, turquoise or white. Prices: From \$29.95 for Provincial and Shining Hours to \$5.98 for Tempo.



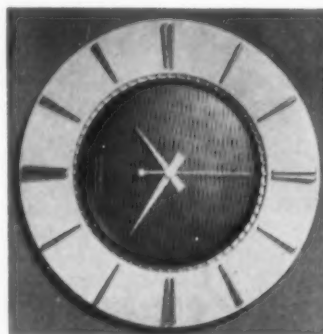
OSTER Knife Sharpener

John Oster Mfg. Co.,
Racine, Wis.

Device: Oster deluxe knife sharpener.

Selling Features: Built-in cord storage compartment; automatic "on-off" switch that starts and stops motor when cover slides into operating position; keyhole back for hanging on wall; hollow-grinds knives, scissors; aluminum oxide sharpening wheels and nylon-gear motor for long live.

Price: \$19.95.



RITTENHOUSE Chime-Time

Rittenhouse Co., Inc.,
Honeoye Falls, N. Y.

Device: No. 450 "Chime-time" combination door chime and clock.

Selling Features: Modern design in choice of copper finish with white or black; diam 9 1/2 in.; chime mechanism sounds 2 notes for front door and 1 note for side door or other entrance; self-starting Telechron clock; both clock and chime operate direct from 16-volt chime transformer; can be recessed or surface wall mounted.

Price: \$22.50



HAMILTON BEACH Frypan

Hamilton Beach Co.,
Div. Scoville Mfg. Co.,
Racine, Wis.

Device: Medium size frypan added to line.

Selling Features: One inch smaller than



family size model with depth in proportion; includes all family size features except oven rack; 5-year guarantee.

Price: \$19.95; copper cover, \$3.50; aluminum cover, \$3.

DOMINION Toaster

Dominion Electric Corp.,
Mansfield, O.

Device: Dominion thermostatic pop-up toaster No. 1135.

Selling Features: Modern styling; chrome with plastic handles and trim; silent thermostatic color control selector can be set for any desired degree of toast shading from light to dark; gives uniform results with white, rye, whole wheat or frozen bread; slight pressure of handle lowers bread to toaster, when toasted it pops up and current shuts off automatically; fingertip release permits inspection without interrupting normal cycle; hinged crumb tray in base swings open.

Price: \$17.95.



UNIVERSAL Blankets

Lander, Frary & Clark,
New Britain, Conn.

Models: 2 new Universal automatic blankets, a floral pattern on white and a king-size blanket for oversize beds.

Selling Features: To match trend to floral-patterned sheets and pillow slips the floral patterned blanket is available in twin or double-size with single control only.

King size blanket measures 126 x 84 in., and may be used for oversized bed, or by separating a zippered joining may be used as a pair of twin bed blankets each side with its own control.

All models in Universal line have new thermostatless construction with flexible wiring; 5 colors offered; fade and moth-proof. Sensitive automatic nightwatch control.

SELL THE NEW SOUND

from

From Webcor—
THE NEW SOUND
to smash old
sales records!

WEBCOR

- ... new 1958 Stereo Tape Recorders!
- ... new 1958 Monaural Tape Recorders!
- ... new 1958 High Fidelity Fonographs!

New Stereo
Tape Recorders—
fantastic fidelity!

"Aural Balance"
Stereo
Remote Control

New
High Fidelity
Consoles—
Stunning!

New Webcor-built
AM-FM
radio tuners!

"Magic Touch" Fono
Remote Control
for luxurious,
lazy listening!

New styling—
rich, distinguished!

This dynamic 1958 line of Webcor Tape Recorders and Fonographs is an *all-new line inside and out*—loaded with great new engineering advances and innovations to bring a magnificent new kind of *multi-dimensional* sound to every family in America! It's the *new sound* that music fans have been waiting for—a hands-down *profit-winner* all the way!

More and bigger advertising! Webcor is ready right now with the greatest barrage of advertising blasts in the company's history! Weekly full-page color ads in *Life* or *Look* . . . plus fresh, sparkling ads in *Family Weekly*, *New Yorker*, and *Sunset* . . . plus outdoor . . . plus dealer mats, radio and TV spots, point-of-sale displays . . . *the works!*

Sales-clinching
demonstrations and
promotions!

THE ONE COMPLETE LINE . . .
EVERYTHING YOU NEED!

SELL THE LINE
THAT SELLS THE FASTEST!

SELL WEBCOR!

SELL THE NEW SOUND... SELL THE LINE THAT LISTEN

NEW WEBCOR HIGH FIDELITY CONSOLES— *hottest line for '58!*

Listen! Yes, listen to this *new sound* from Webcor—high fidelity unmatched in sound reproduction history!

Look! Here are consoles of which the masters of the age-old art of cabinetry could be justly proud... in carefully selected woods of beautiful graining—hand-rubbed to a mellow, glowing finish!

All 1958 Webcor High Fidelity Fonographs have the exclusive Webcor

"Magic Mind" Diskchanger... many are equipped for use with the new Webcor "Magic Touch" Remote Control... all play four speeds.

All have famous Webcor amplifiers and speakers, automatic shut-off!

With all these exclusives, features and extras—no wonder Webcor leads the field!



WEBCOR

Ravina High Fidelity Fonograph Model 1859

Artistocrat of Consoles! For the customer who demands the ultimate in high fidelity performance—encased in a cabinet of matchless beauty!

Three speakers—18 watts—50 to 15,000 cycles. Also available with AM-FM tuner—Model 1893. Mahogany, limed oak, cherry.

THE 1958 WEBCOR STEREO TAPE RECORDERS— *the great new sound for big new sales!*

The all-new 1958 Webcor line of stereofonic instruments outperform any sound system yet developed for the home. More big news! The new

Webcor Tape Recorder line is a complete line of both Stereo and Monaural Models... everything you need!

New 1958 "Aural Balance" Remote Control for Webcor Stereo Tape Recorders is wonderful for lazy listening... actually permits the listener to balance sound and adjust the audio level in both speaker systems from anywhere in the room!

And still another big Webcor convenience plus—it's the exclusive new 1958 automatic shut-off for both stereo and monaural recorders!

Webcor Stereofonic Tape Recorders play back stereophonically—also record and play back monaurally.



WEBCOR

Imperial Stereofonic Tape Recorder Model 2897

Unequaled reproduction of binaural tapes... also records, plays back monaurally. AM radio.

"No reel-turnover" feature for monaural record and playback. "Aural Balance" Remote Control. For use with Webcor Two-Section 6-Speaker External Sound System (optional, extra). Without AM radio—Model 2827. Ocean blue and grey.

WEBCOR HIGH FIDELITY TAPE RECORDERS *outsell all others!*

It's simply a matter of record... Webcor High Fidelity Monaural Tape Recorders are sales and profit champs! *But here's the big news—this year's models are even better than ever!* And they're beautifully styled to catch the eye as well as the ear!

See them! Hear them! You'll be convinced—all music sounds better on a Webcor!

In Tape Recorders—as in Fonographs—Webcor gives you a *full line*—everything you need for the greatest profit year in your history!



WEBCOR

Imperial High Fidelity Tape Recorder Model 2816

Top Tape Recorder in the high fidelity field! Most of the features of a large professional recorder incorporated in a compact portable unit. Also available with AM radio—Model 2896.

Full-range sound system in detachable lid—records and plays back in both directions without "reel-turn-over." Ocean blue.

SELLS THE FASTEST **WEBCOR** ... ALL NEW FOR '58!

all music sounds better on a **WEBCOR**



WEBCOR

Prelude High Fidelity Fonograf Model 1864

Here's a brand-new consolette—and sure-fire for big profits! A distinct Webcor triumph—it has no match in value for quality reproduction!

Three speakers—powerful amplifier—50 to 15,000 cycles. Also available with AM radio—Model 1894. Mahogany, limed oak, cherry.

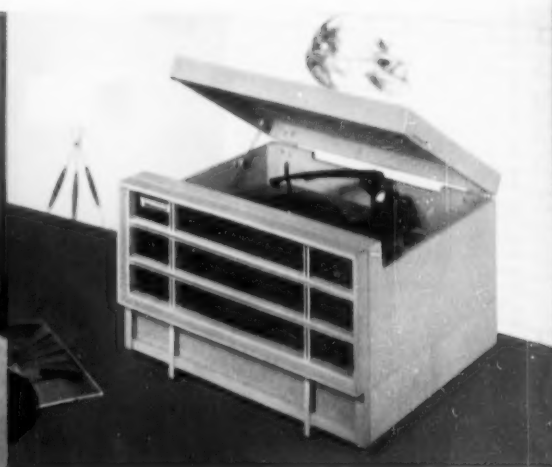


WEBCOR

Overture High Fidelity Fonograf Model 1865

The new consolette with the great sales future! Designed to sell itself on sight... engineered to prove itself for finest high fidelity sound!

Three speakers—8 watts—50 to 15,000 cycles. Also available with AM-FM radio tuner—model 1895. Mahogany, limed oak, cherry.



WEBCOR

Musicale High Fidelity Fonograf Model 1855

A great new version of the most popular table model ever made! Thrilling high fidelity reproduction. Add matching legs (optional) and convert to a beautiful consolette!

Three speakers—powerful amplifier—50 to 15,000 cycles, tape recorder output receptacle. Mahogany, limed oak, cherry.



WEBCOR

Royal Coronet Stereofonic Tape Recorder Model 2822

The Royal Coronet makes possible true stereofonic music from binaural tapes. Numerical type tape counter. Also records and plays back monaurally without reversing reels.

Designed for use with Webcor Three-Speaker External Sound System (optional, extra). Ebony or white.

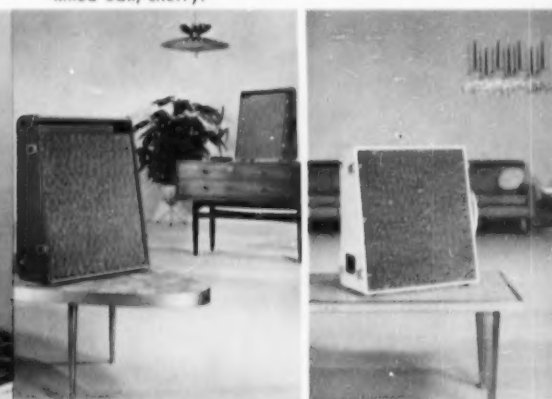


WEBCOR

Royal Stereofonic Tape Recorder Model 2821

Plays back music from binaural tapes with all the honesty and dimensions of the concert hall! Numerical type tape counter. Also records and plays back monaurally without "reel-turnover."

For use with Webcor Three-Speaker External Sound System (optional, extra). Ebony or white.



WEBCOR

Stereofonic Sound Systems

| | |
|---------------------------|--------------------------|
| Two-Section sound systems | One-section sound system |
| Ocean Blue—Model 4827 | Ebony—EP-4820 |
| | White—WP-4820 |



WEBCOR

Royal Coronet High Fidelity Tape Recorder Model 2812

New re-styled 1958 version of a proved favorite! Exclusive Webcor "no reel-turnover" makes possible playing up to three hours without switching reels. Three speakers—50 to 10,000 at 3 3/4 ips; 40 to 15,000 at 7 1/2 ips. Also available with AM radio—model 2892. Ebony or white.



WEBCOR

Royal High Fidelity Tape Recorder Model 2811

Most popular tape recorder ever built—in a great new 1958 model! Records and plays back in both directions for up to three hours without "reel-turnover." Frequency range 70 to 7,000 at 3 3/4 ips; 50 to 12,000 at 7 1/2 ips. Also available with AM radio tuner—Model 2891. Ebony or white.



WEBCOR

Viscount High Fidelity Tape Recorder

Model 2818

Loaded with features—yet built to sell at down-to-earth price! Marvelous instrument for all home uses. Specially designed PM speaker—50 to 7,500 at 3 3/4 ips; 50 to 12,000 at 7 1/2 ips. Equipped for use with Remote Control microphone and foot pedal... Model 2819.

WEBCOR 1958

... again first in portables!

Again Webcor steps out ahead with its brilliant new line of 1958 Portables! Here is everything customers want in true high fidelity—the kind that lets them hear all the highs, all the lows, all the middle tones—in perfect balance!

"Magic Mind" Diskchanger—automatic shut-off (on most models)—four speeds—beautiful styling . . . New Webcor portables have all the features that mean bigger sales for you!



WEBCOR
Musicale High Fidelity Portable
Model 1862

World's most distinctive portable fonograf. Carrying case is covered in luxurious genuine leather . . . Gives clear, thrilling high fidelity sound.

Three big speakers—powerful amplifier—50 to 15,000 cycles. Tan or Ginger.



WEBCOR
Holiday Imperial High Fidelity Portable
Model 1863

All new-high fidelity portable! Gives "console" reproduction—styled to accent the best in any surroundings!

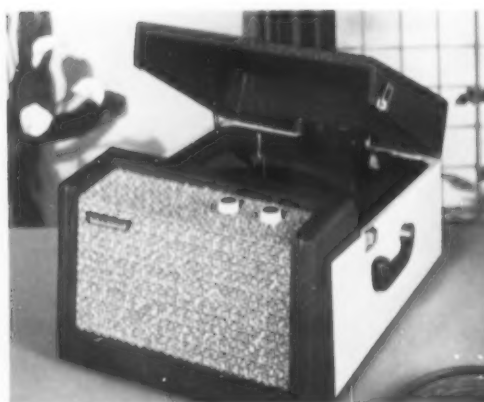
Three big speakers—powerful amplifier—50 to 15,000 cycles. In ebony or tan.



WEBCOR
Holiday Coronet High Fidelity Portable
Model 1854

Here's high fidelity quality that more than matches anything in the price range! Beautifully styled in a smart two-tone carrying case.

Two powerful speakers—powerful amplifier—50 to 10,000 cycles. Ebony and grey or brown and tan.



WEBCOR
Holiday High Fidelity Portable
Model 1853

The Webcor Holiday holds the all-time portable sales record . . . and the new 1958 version has even more to offer!

Two big speakers—wide-range amplifier—many other features. Also available with AM radio—model 1891. Ebony and grey or rust and brown tweed.



WEBCOR
Festival Portable Model 1852

Big Value . . . priced to sell! The new 1958 Festival provides many advantages found only in far more expensive instruments!

Full range PM speaker—powerful amplifier—"Magic Mind" Diskchanger. Orange and grey or blue and grey.



WEBCOR
Melody Portable Model 1812

The 1958 Melody is the manual with the big features! Engineered for true, life-like sound . . . designed for attractive appearance and ease of handling.

Wide-range PM speaker—powerful new amplifier—built-in 45 rpm adapter. Red and white, blue and white, green and white, brown and white.



G-E Saucepans

General Electric Co.,
Housewares & Radio Receiver Div.,
Bridgeport, Conn.

Models: 2 new automatic saucepans, S-20 and S-40.

Selling Features: Both S-20, 2 qt., and S-40, 4-qt. family size, feature removable probe-type temperature control with 6 ft. cord; Silicone thermostat in control automatically maintains correct cooking temperatures; both operate at 120 volts a.c. only; are rated 700-watts for S-20 and 1200-watts for S-40.

Polished aluminum saucepans are immersible for easy cleaning, have easy-to-read cooking charts on handles with heat-resistant plastic handles and feet; 4-qt. size has added "helper" handle, and frybasket for deep-fat frying, both models hang on wall.

Prices: S-20, \$19.95; S-40, \$24.95.



IONA Blender

Iona Mfg. Co.,
Regent St.,
Manchester, Conn.

Device: Ionablend blender

Selling Features: Blender with handle; makes pouring easier; "tri-vator" turbo-blending action; chrome trim with gay colors on base and cover; king-size Carafe container allows "serving for all" in one blending; 3 "clover leaf" pouring angles; blender purees fruit and vegetables, blends health foods and baby foods; stainless steel blades; 2-speeds for precision blending.



G-E Blankets

General Electric Co.,
Housewares & Radio Receiver Div.,
Bridgeport, Conn.

Device: Deluxe, custom-tailored automatic blanket line No. A-2.

Selling Features: Available in 6 colors—seafoam, green, blue, yellow and aqua,

NEW PRODUCTS

also in flamingo and rose; features a 100% nylon binding, redesigned "comfort selector", bedside control; tailored corners, and the GE "sleep-guard" wiring system; fabric is a blend of rayon and cotton that is washable, moth-proof and non-allergenic.

Prices: Twin-bed, \$29.95; double bed, single control, \$34.95; double with dual control, \$44.95



DOMINION Skillets

Dominion Electric Corp.,
Mansfield, O.

Models: Dominion fry-skillets in 11 and 12 in. sizes.

Selling Features: New plug-in heat control—a self-contained unit with thermostat and pilot is detachable; skillet can be immersed completely in water, handle and all; heat control fits both skillets and new portable griddle; control can be set for any temperature up to 420 degs. F; silvercraft finish, polished aluminum cover; complete with recipe book.

Prices: No. 2250, 11 in. model, \$11.95, cover \$3 extra; No. 2255, 12-in. size, \$14.95, cover \$4 extra; heat control alone retails for \$4.95.



Hickory Hill Smoke House

Hickory Hill, Inc.,
221 N. La Salle St.,
Chicago, Ill.

Device: Hickory Hill smoke house.

Selling Features: Gives meat, fish, fowl a hickory smoked flavor; 115 volt; for use inside or outside; outside it should be placed where drafts or air currents are at a minimum and temperature not under 50 deg. F; 170-watt element correct wattage to char the sawdust and not ignite it; unit also operates in fireplace, basement or kitchen; food frame bottom is filled with specially

processed hickory sawdust, and food is placed on racks to be smoked; a meat hook is provided for large pieces; aluminum foil may also be used in top with hole punched to permit smoke to escape through vent; imparts hickory flavor in from 30 min. to 3 hrs; smokes up to 20 lbs. at a time.

Price: \$27.95.



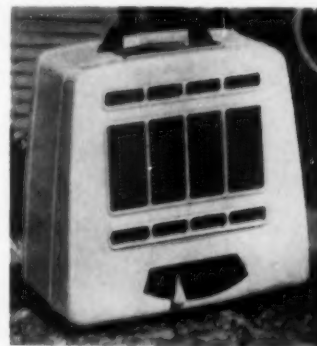
OSTER Portable Mixer

John Oster Mfg. Co.,
Racine, Wis.

Device: Improved portable mixer.

Selling Features: Contour handle to give comfort and perfect balance; rubber bowl-guards line mixer bottom to protect from nicks and provide additional resting area on bowl edge; automatic beater release pops beaters out; chrome-plated steel beaters; white handle in pastel pink, yellow, blue, or chrome.

Price: \$19.95; \$20.95 chrome.



ARVIN Heater

Arvin Industries Inc.,
Columbus, Ind.

Device: Arvin portable heater No. 5739.

Selling Features: A delayed action thermostat turns on fan after elements are hot; when thermostat turns off elements the fan continues to operate until all heat is discharged; push-button control for selecting 1320 or 1650 watts; pilot light, cord holder on back; safety switch and on-off toe switch; fan moves 81 cfm; white enamel finish, goldtone grill, ebony trim; 17 in. high and wide, 9 in. deep; weighs 17½ lbs. Price: \$39.95



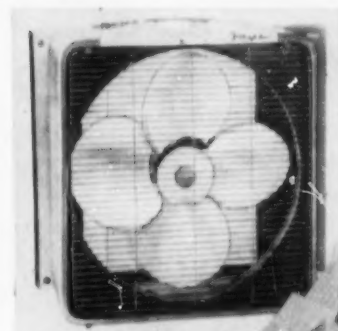
OSTER Icer Attachment

John Oster Mfg. Co.,
Racine, Wis.

Device: Oster icer, ice crusher attachment for use on Osterizer liquefier blender.

Selling Features: Design makes it possible to crush enough ice for single glass or as much as desired; new dispenser design eliminates need for a catch bag and drops ice into single glass or container; spring pressure feed lever prevents ice cubes from bouncing back out; thermo plastic material prevents freeze-up.

Price: \$16.95.



FRIGID Fans

Frigid Inc.,
120 32nd St.,
Brooklyn, 32, N. Y.

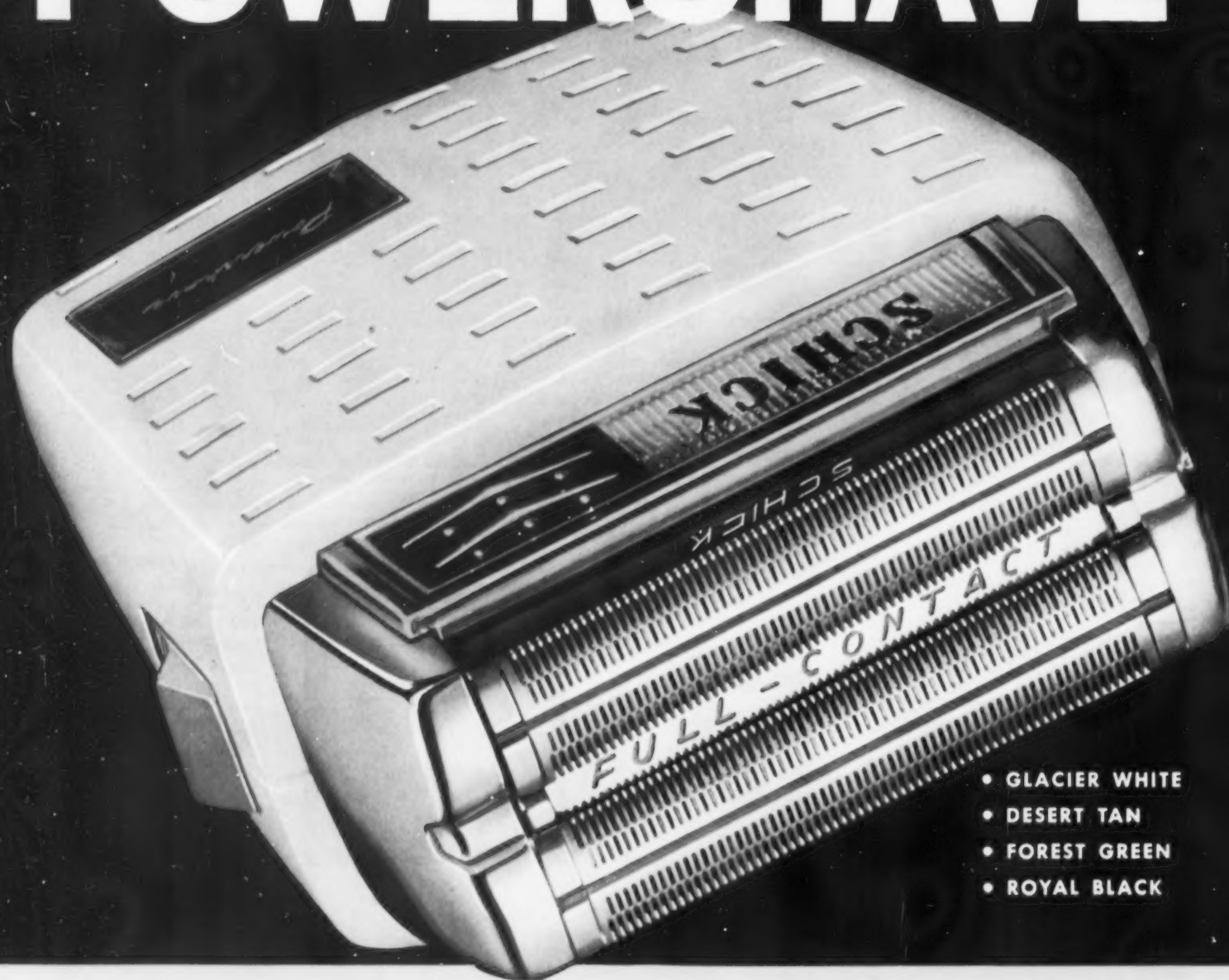
Models: SW-10 and SW-12 reversible window fans; SD-10 and SD-12 multi-purpose portables; PD20R 20-in. automatic thermostatic controlled portable.

Selling Features: SW-10 and SW-12, 10 and 12-in. reversible window fans exhaust and take in air; high velocity for deeper air penetration from specially designed cowling; deep pitched blades; directional air control; chrome-plated safety guard front and back; weather-proof motor completely enclosed; baked ivory finish.

SD-10 and SD-12 10 and 12-in. multi-purpose fans suitable for floor, shelf or table use; chrome-plated safety guard front and back; uses the new high velocity described above. No. PD20R, combines usefulness of window fan but can be removed from window and used on table as all-purpose circulator; Saf-T-Glow guide light shows when fan current is on; thermostatically controlled to turn fan on or off as temperature changes; portable with carrying handle; polished aluminum 4-blade rubber mounted propellers; 3 quiet speeds: 1,000, 800 and 600 rpm; ½ hp motor; chrome-plated safety guards; gray and ivory baked enamel.

all-new

SCHICK POWERSHAVE



- GLACIER WHITE
- DESERT TAN
- FOREST GREEN
- ROYAL BLACK

STOCK POWERSHAVE! DISPLAY POWERSHAVE! SELL POWERSHAVE!

The electric shaver market continues to grow at a faster pace than ever before... and the months ahead will be, by far, the biggest-selling season in the history of the industry. Only Powershave is all-new... the most exciting advance in men's shavers in 27 years! Only Powershave offers you such tremendous sales opportunities!

with Built-in Whisker Guides . . .
new Full-Contact Head . . .
twice as big—twice as powerful!

**The most wanted electric shaver
you can stock this Fall!**

\$4,500,000

in advertising will back up the
entire Schick line this Fall right
through Christmas!

- Big Network TV Shows—“Dragnet”
and “The Gisele MacKenzie Program”
- Saturation TV Spots—
in the 100 top U. S. Markets
- LIFE and LOOK magazines—
week after week after week!



Handsomely packaged in de luxe travel
case—slim-tapered, compact design.
Holds shaver, cord, and cleaning brush.

\$29⁹⁵

Fair Trade Retail

© 1957, Schick Incorporated, Lancaster, Pa.

SCHICK—*first in electric shaving*

NEW PRODUCTS

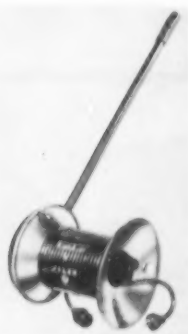


WARING Coffee Mill Attachment

Waring Products Corp.,
Div. of Dynamics Corp. of America,
25 W. 43rd St.,
New York, N. Y.

Device: New 16-grind coffee mill attachment for the Waring Blendor.

Selling Features: Can be used on any of the 9 Waring Blendor models; modern in style; light and easy to operate; made of die-cast zinc finished in enamel with a fluted glass container that holds one lb. coffee beans; a plastic measuring cup graduated to indicate quantities needed for strong and regular brews catches ground coffee as it pours from mill.
Price: \$17.95



SILEX-HANDYHOT Reel

Device: Silex Handyhot kord kart reel.
Selling Features: Adds 75 ft. of 16 gauge cord to garden tools, winds back on reel with handy, easy to use reel knob; keeps cord free of kinks and twists; hangs on wall for storing.
Price: \$14.95.



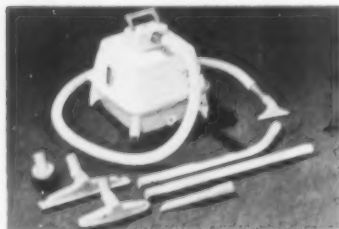
GENERAL FLOORCRAFT Polisher

General Floorcraft Inc.,
421 Hudson St.,
New York, 14, N. Y.

Device: KC-12 heavy duty floor ma-

chine, scrubs, waxes, polishes, buffs, steel wools all floors.

Selling Features: Has 13-in. diam. brush spread; $\frac{1}{4}$ h.p. capacitor-start type motor; adjustable handle swivels for true pivotal operation and space saving storage and for height of operator; auto-mate safety switch for right or left-hand operation; non-marking grey rubber cord; thick, white wraparound bumper; two 6-in. wheels with semi-pneumatic tires.



HAMILTON BEACH Cleaner

Hamilton Beach Co.,
Div. Scovill Mfg. Co.,
Racine, Wis.

Model: Hamilton Beach square-design canister cleaner.
Selling Features: Full horsepower motor; leakproof, double action flood nozzle with full floating brush; built-in swivel top handle and swivelling casters with 7-ft. flexible hose makes it possible to reach wide areas of floor and wall space; double capacity dispos-a-bags; cleaning tools include floor and wall brush, upholstery nozzle, utility brush, radiator tools and two aluminum extension tubes with button locks; handy carrying case holds all tools and hose.
Price: \$79.50.



G-E Heating Pads

General Electric Co.,
Housewares & Radio Receiver Div.,
Bridgeport, Conn.

Models: 4 new G-E heating pads, Deluxe P-18, P-17, P-15 and P-14.
Selling Features: Three top models are waterproof for use with or without wet packs; deluxe P-18 features a new T-cordset for fingertip operation; available in pink or turquoise with removable, washable flannel zipper cover and illuminated pushbutton control.

P-17 has illuminated control; removable, washable red terry cloth cover.

P-15 has removable, washable cover in colored flower print on white flannel.

P-14, moisture-resistant pad, has turquoise flannel cover which is removable and washable.

Prices: P-18, \$8.95; P-17, \$7.95; P-15, \$5.95; and P-14, \$4.95



IONA Mixer

Iona Mfg. Co.,
Regent St.,
Manchester, Conn.

Device: Iona mixer No. R52.

Selling Features: Can be used as stationary or portable; can be set on a stand or used as separate mixer unit; a 1-knob control selects one of 3 speeds and ejects beaters: mar-proof Cymel finish; 2 modernistic bowls.



CUMMINS Tools

Cummins Tool Div.,
John Oster Mfg. Co.,
Milwaukee, Wis.

Device: New Cummins sander and vertical drill press.

Selling Features: Double action power sander has directional key; 2 sanding actions are available in 1-piece of equipment; turn key to right for standard finish or orbital sanding; turn key to left for super-fine finish or straightline action sanding; unit comes with coarse, medium and fine abrasive paper.
Verticle drill press for $\frac{1}{4}$ in. drill



features a maximum distance between chuck and table of 9 in. with a 4-in. vertical travel; lock lever requires no wrench or bolts to tighten; level raises and lowers entire drill carriage.
Price: No. 476 sander, \$49.95; No. 331 vertical drill, \$29.95.



TITAN Fan-Heater

Titan Mfg. Corp.,
108 Seneca Bldg.,
Buffalo, 10, N. Y.

Device: Titan Hi-V Convertible combination fan and heater.

Selling Features: Heats in winter, cools in summer; powerful rotar type blower impels air into room in high velocity of jet stream; in winter blower forces room penetrating convection heat into farthest corner of standard room; in summer it impels a stream of air across room at high velocity; "Therm-O-Dial" automatic thermostat control; pushbuttons active various functions.



ELGIN Water Softeners

Elgin Softener Corp.,
Elgin, Ill.

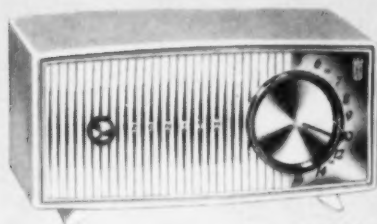
Model: 2 new automatic water softeners—Blue Crown line in standard and Deluxe automatics.

Selling Features: DeLuxe model is automatically regenerated any time of day or night according to setting made on time clock; regeneration intervals may be spaced from one to seven days; units consisting of mineral tank and a brine saturator tank may be arranged in either of two ways, using same inter-connecting pipe; where wall space is at a premium as in a utility room, one tank is placed in front of the other.

Elgin blue crown automatic uses a new permanent, high capacity softening material, Aridzone-22, which softens filters and removes iron from water supply.

Standard automatic is pushbutton operated; Deluxe, is time clock controlled.

NEW AC/DC TABLE RADIOS!



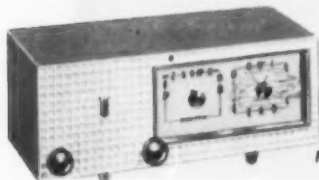
Model A510

NEW FM/AM TABLE RADIOS!



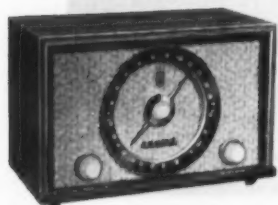
Model A730

NEW CLOCK RADIOS!



Model A519

NEW 3-SPEAKER FM/AM!



Model A835

**NEW
PORTABLES**



Model A504

**NEW RADIO-
PHONOGRAPHS!**



Model A550

NEW **ZENITH** QUALITY RADIOS

TO KEEP YOUR RADIO SALES GOING UP-UP-UP!

THESE BRILLIANT NEW, DRAMATICALLY STYLED Zenith radios, in NEW DECORATOR COLORS are ready for the biggest fall selling season in radio history! Ready now, as part of Zenith's continuing "planned merchandising program" to give you new product impact, for more sales at fair profits!

Check Zenith's full line of fine quality radios at your Distributors today . . . see every one of the new, 1958 models available now, when you need them to plan your fall sales program.

You can be proud to offer these new Zenith radios to your customers . . . they are designed and engineered to give you the finest performance. They are backed by the Zenith name . . . recognized by millions as the "standard bearer" of quality for 38 years!

QUALITY BY
Zenith
The Royalty of Radio



America's pioneer in fine radios for the home—
In every product the quality goes in before the Zenith name goes on.
Zenith Radio Corporation • Chicago 39, Illinois

WANTED:

232,000 new dryers!



This is the big, dryer market available in Chicago and suburbs. Facts revealed in the Chicago Tribune's 1956 Appliance Market Study describe this marketing opportunity as follows:

- ★ 85% (or 1,425,000) households in Chicago and suburbs *do not have* a clothes dryer. Also, 34,000 dryers now in use are more than 5 years old.
- ★ 13.8% of all households (or 232,000) named a dryer as the appliance wanted next.
- ★ Households wanting dryers next indicate a clear cut preference for the Chicago Tribune. 53% of these families named the Tribune as the most useful Chicago newspaper to someone buying an appliance. Other Chicago papers were named by only 20%, 15% and 10% of these households.

For full details on the apprehension of this huge dryer sales potential, call your nearest Tribune representative at once.

REWARD!

Big sales for appliance advertisers
in the Chicago Tribune

REWARD!

Chicago
W. H. Mattendorf
1333 Tribune Tower
Superior 7-0100

New York City
E. P. Struhsacker
220 E. 42nd St.
Murray Hill 2-3033

Detroit
W. E. Bates
Penobscot Bldg.
Woodward 2-8422

San Francisco
Fitzpatrick Associates
155 Montgomery St.
Garfield 1-7946

Los Angeles
Fitzpatrick Associates
3460 Wilshire Blvd.
Dunkirk 5-3557

MEMBER: FIRST 3 MARKETS GROUP, METRO SUNDAY MAGAZINE NETWORK AND METRO COMICS MAGAZINE NETWORK

WANTED:

200,000 new washers!



That's the washer sales potential in Chicago and suburbs. Information on file in the Chicago Tribune's 1956 Appliance Market Study reveals the following characteristics about this important marketing opportunity:

- ★ 46% (or 502,000) of all washers bought new in Chicago and suburbs are more than 5 years old. This does not include 152,700 good sales prospects whose present washer was bought used.
- ★ 11.9% of all households (or 200,000) named a washer as the appliance wanted next.
- ★ Households wanting washers next are known to show a marked preference for the Chicago Tribune. 55% of these families named the Tribune as the most useful Chicago newspaper to someone buying an appliance. Other Chicago papers were named by only 26%, 12% and 7% of these households.

For information leading to the capture of this profitable market, call your nearest Tribune representative at once.

REWARD!

Big sales for appliance advertisers
in the Chicago Tribune

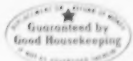
REWARD!

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Daily Circulation: 943,741 Sunday Circulation: 1,319,614

General's SAFE-T-GUARD® PATENT PENDING OBSOLETE ALL OTHER SLICERS (including our own earlier models)



ADVERTISED IN
LIFE



**NO OTHER SLICERS ARE AS SAFE...
NO OTHER SLICERS OFFER SO MUCH PROTECTION**

SAFE-T-GUARD®
PATENT PENDING

**AND TOUCH CONTROL REMOVABLE PLATFORM
ARE NOW STANDARD EQUIPMENT ON ALL**

General

**SLICERS
WITH MOVABLE
PLATFORMS**

*Models
available to list
from \$14.95 with
Regular or Serrated GeneRated
edge knives*



General

**SLICING MACHINE CO.
WALDEN · NEW YORK**

**FREE: SAFE-T-GUARD®
MERCHANDISING KIT**
It's in the bag—yours free for the asking.



General

**SLICING MACHINE COMPANY, INC.
WALDEN, NEW YORK**

Please send me your free bag full of news about Safe-T-Guard.

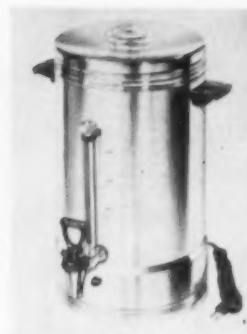
NAME _____

COMPANY _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

NEW PRODUCTS



MIRRO-MATIC Percolator

Aluminum Goods Mfg. Co.,
Manitowoc, Wis.

Device: Mirro-Matic 50-cup percolator
No. 128M.

Selling Features: Completely automatic; no dials or switches to set; coffee starts perking in seconds, when done a red button lights; dual-type element keeps coffee serving hot for hours; removable, screw-thread glass top; easy-pouring faucet has snap-back, lock-open action; glass gauge encased in aluminum shows quantity of coffee in percolator; coffeebasket and percolator have accurate measurement graduations for water and coffee.

Price: \$39.95

PARKS Radio and Car Shavers

Robert M. Parks Co., Inc.
7421 Woodrow Wilson Drive,
Hollywood, 46, Calif.

Device: Parks radio shaver and Parks car shaver.

Selling Features: Radio shaver draws power through car radio to operate electric shavers without harm to radio and without causing any static; easy to install; fits all cars with 6 or 12 volts, operates all a.c.-d.c. shavers.

Parks car shaver plugs into cigarette lighter receptacle to operate all shavers in car, truck plane or boat; long cord; dent proof polyethylene case with cord storage compartment; tan; stores in glove compartment when not in use.
Price: Radio shaver, \$3.95; Car shaver, \$12.95



**TRAV-LECTRIC Mobile Power
Converters**

Terado Co.,
1068 Raymond Ave.,
St. Paul, 14, Minn.

Models: 2 new Trav-Electric mobile power converters, Supreme and TV Special Chief for portable TV operation.

Selling Features: Converts storage battery current in car, truck or boat to 110-volt 60 cycle a.c. current;

Supreme has constant output capacity of 175 to 200 watts; equipped with fan-cooled vibrator; easily installed with convenient remote control with switch; for 12-volt batteries only. "TV Special Chief" mounted under dash; remote control unnecessary; has its own plug-in receptacle; has constant output capacity of 100 to 125 watts; for 12 volt batteries only.

Both models also operate a variety of do-it-yourself tools, dictating machines, tape recorders, public address systems, shavers, paint sprays, car polish buffers, drills, etc.



**MULTI-CONTROL Thermostat
Control**

General Thermostat Corp.,
12 Albany St.,
Bartlett, N. H.

Device: Plug and thermostat assembly to accommodate power appliances such as skillets, dutch ovens, saucepans, grilles with terminal prong centers from 1 1/8 to 1 1/2 inches.

Features: Probe diameter, 5/8 in; small compact unit in high heat resisting black plastic case; thermal sensitivity calibrated to temperature ranges from "off" to 150-425 degs. F.; 1650 watts, 115 volts, a.c.; ventilation openings provide cooler contact temperatures; heavy duty cord set.

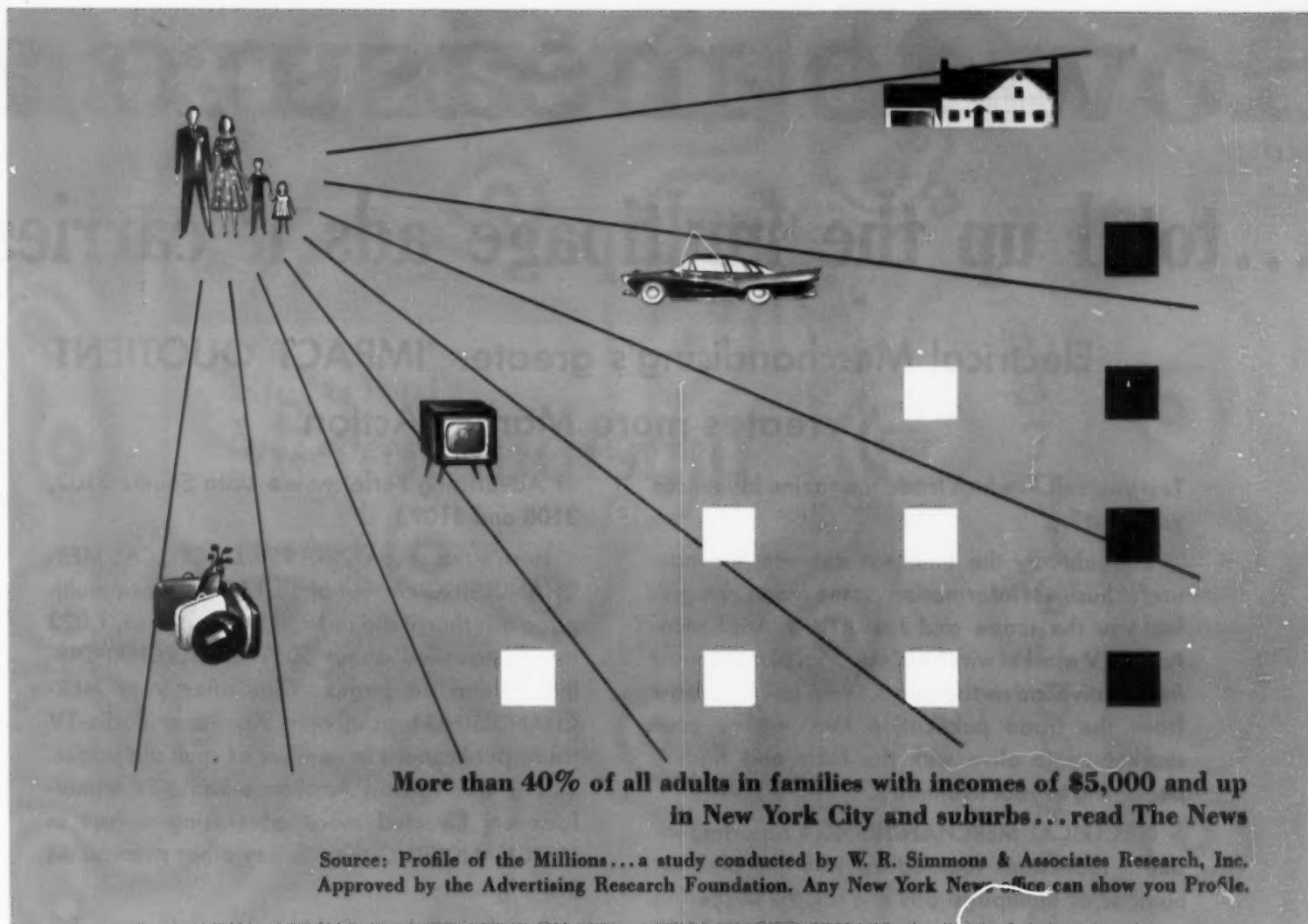


**UNI-PROBE Thermostat
Assembly**

Pace Inc.,
Mansfield, O.

Device: UniProbe adjustable thermostat assembly to power grills, fry-pans, deep fryers, saucepans, etc.

Features: Positive acting; offers heat control through 450 degs.; guide light signals when current is on; hi-temp phenolic case; 1650 watts.



\$5,000 and up incomes?

*The News has more readers in families with over \$5,000 incomes
... than the New York Times & Herald Tribune combined...
and more than any two New York evening papers combined!*

A purse with a lot of coins and currency is better than one with a few. So is a market and a newspaper—for instance New York and The News!

The News in New York City and suburbs, in the \$5,000 and up bracket families delivers

1,110,000 more than the Mirror

1,170,000 more than the World-Telegram & Sun

1,210,000 more than the Journal-American

1,240,000 more than the Times

1,410,000 more than the Post

1,450,000 more than the Herald Tribune

Customers with better incomes buy more, can

afford the best, are preferred prospects...and no other medium reaches so many of them in greater New York as The News!

In the largest market, The News gives you more chances to sell...reaches more home owners, more stock and bond holders, more families with kids, more college alumni, more two car owning families, and more in the plus \$10,000 income group! It's the best medium for just about everything.

Whatever your merchandise...The News with 4,780,000 readers daily should be your medium, for the most potent penetration, at the lowest cost! Ask the nearest News office for all the facts.

The News, New York's Picture Newspaper...

with more than twice the circulation, daily and Sunday, of any other newspaper in America...

How to measure a

...total up the multipage ads it carries!

Electrical Merchandising's greater *IMPACT QUOTIENT creates more Market Action

Test yourself — which trade magazine influences you most?

Undoubtedly the one that delivers the *most useful business information* . . . the magazine giving you the *scope and feel* of the Appliance-Radio-TV market with *lucid editorial* plus the *most informative advertisements*. You get the most from the trade publication that makes your market come alive with the facts and figures pertaining to your livelihood.

ELECTRICAL MERCHANDISING's reporting-in-depth techniques teamed up with the greatest number of multipage ads are factors triggering reader interest into market action. This IMPACT QUOTIENT—as we term it—means more trade influence for your advertising dollar. (McGraw-Hill Research Dept. measured increased visibility and readership per multipage ad in Laboratory

of Advertising Performance Data Sheets 3102, 3108 and 3109.)

Here's the record: In 1956 ELECTRICAL MERCHANDISING carried almost 200% more multipage ads than it did in 1950. These pages, 1,023 in all, equalled about 50% of MERCHANDISING's total ad pages. Year after year MERCHANDISING tops all other Appliance-Radio-TV trade publications in number of multiple pages. This is one reason Appliance-Radio-TV manufacturers invested more advertising dollars in MERCHANDISING than in any other publication in the industry.

Put the vitality of this influential magazine behind your next promotion . . . give your advertisements — Multipage, Single page, Fractional page — greater IMPACT QUOTIENT, put them in ELECTRICAL MERCHANDISING.

*IMPACT QUOTIENT TALLY SHEET Multiple and Spread Page Advertising 1950-1957 ELECTRICAL MERCHANDISING

| Year | Number of Multiple Page Advertisements | Number of Spread Page Advertisements | Total Multiple and Spread Page Advertisements |
|------|--|--|---|
| 1950 | 82 | 432 | 514 |
| 1951 | 57 | 470 | 527 |
| 1952 | 113 | 548 | 661 |
| 1953 | 205 | 672 | 887 |
| 1954 | 241 | 548 | 789 |
| 1955 | 413 | 554 | 967 |
| 1956 | 439 | 584 | 1023 |

* One page ads and smaller are not counted

4
1035

A MCGRAW-HILL PUBLICATION, 330 WEST 42ND STREET, NEW YORK 36, N.Y.

magazine's IQ*

Electrical Merchandising

* 1023 pages of ACTION-PACKED multipage ads in 1956 — an industry record!



1023

MARKET PLACE OF THE INDUSTRY
FOR OVER 50 YEARS



PHILCO 1958 TV Line

Philco Corp.,
C and Tioga Sts.,
Philadelphia, Pa.

Models: 12 basic sets in 21 and 24 in. sizes.

Selling Features: "Slender Seventeen" series of 4 17-in. table models and 3 17-in. portables have new slender-styled finished cabinets with 110 deg. electrostatic light weight picture tubes; all occupy less than a square foot of table area; 3 have brass bail-type handle for easy moving; "Scan-Tenna" a rotating handle with 2 built-in antennas is custom styled in gold with ivory leather handle strap for aluminum "Slender Seventeeners;" cabinet finishes are flame and ivory, aztec gold or alligator with leather look.

2 hi-voltage chassis, Deluxe and Custom Deluxe in Hyper-Power sets bring more power for reception in any area; custom sets have electronic antenna tuner to eliminate ghosts, a manually operated 3-position electronic range switch to block out signal interference and a special synchronizing circuit to filter out interference caused by appliances, power lines, trucks etc. Deluxe sets have a range switch and higher voltage drive for brighter clearer picture; printed circuits; sealed against humidity; electronically matched VHF-UHF aerials and aluminized picture tubes.

A new "wrap-around sound" system incorporates 3 speakers: a large one at front, and 2 matched speakers at each side; grille extends across front and around sides creating a new appearance in consoles.

Simplified tuning from consolidated controls at top front of set is pre-dominant throughout line; automatic tuning on some models; several custom sets have "touch-n-tune" automatic tuning; channel numbers are displayed behind illuminated "dyna-glow" screen; auxiliary controls are partially recessed for convenient fingertip tuning.

Deluxe sets have all-in-one control centers with 2 touch controls; all sets are easily adjusted to select only "live" channels in any area; "Armchair Director" optional remote control offers 4-way automatic service for "on" and "off" changing stations and adjusting volume; new combination of brass trimming on wood in 2 deluxe 21-in. "Carousel Ensembles" in mahogany and fruitwood; a swivel base with brass legs and full width utility shelf are also available.

2 Miss America sets—a 24 in., and

NEW PRODUCTS

a 21-in. custom deluxe in mahogany with "wrap-around" sound; 24-in. set has automatic "touch 'n tune."
Prices: From \$179.95 to \$475.



WESTINGHOUSE TV Line

Westinghouse Electric Corp.,
TV & Radio Div.,
Metuchen, N. J.

Models: Westinghouse 1958 TV line includes 12 basic models—2 table, 3 Custom consoles; 3 consoles, one table Deluxe; and 3 portables.

Selling Features: Slimmer cabinets, 25% shallower in depth with use of 110 deg. picture tube are featured in several console, table and portable models; Picture pilot remote control that plugs into any a.c. outlet is optional; electronic tuning control on all 110-deg. table and consoles operates with a powered push-bar that automatically changes channels, fine tunes picture and sound; auxiliary manual controls for strong local interference, are recessed under front panel.

Automatic channel indexing is provided by special "program wheel" at rear of set—wheel can be set to automatically by-pass all unused channels and adjust for local or distant reception; high front sound for table sets Wide-Fi 10 in. speaker featured on all new Custom table models.



Cabinets are styled in walnut, mahogany and lined oak with 2-tone picture masks and brushed gold metal trim; portables have 2-toned colored enamel or vinyl fabrics with 17 or 14-in. picture tubes; a 17-in. portable with 110 deg. tube is about 3 in. shorter than regular sets; all have 3-stage, full band with IF amplifier; push-button "on-off" control on consoles and table models; Silver Safeguard deep-etched printed circuitry.

Prices: From \$129.95 to \$379.95

Television



RCA-VICTOR TV Sets

RCA-Victor Div.,
Radio Corp. of America,
Camden, N. J.

Models: RCA Victor 1958 "lean, clean and mirror sharp line" includes 5 basic portables, 24 basic table and console models.

Selling Features: Reduced cabinet depth, tubes completely enclosed in cabinet; streamlined series of tapered portables; corner cabinet sets; table models with swivels and wide choice of modern finishes.

Performance features include improved tuners, 110-deg. aluminized tubes in all 17, 21 and 24 in. sets (all except 14-in. models which use new 90 deg. tube); "one touch" on-off controls, motor tuning and remote control.

Hathaway (Series 21PD811) 21-in. portable is 5 inches less front to back than former models, 26 lbs. lighter than previous table sets. Hathaway as well as all other 21 and 24 in. tube models feature "One-Touch" on-off control which permits turning set on or off without disturbing pre-set volume an in-out motion is used instead of rotary. Equipped with telescoping "V" antenna for VHF with loop antenna for UHF, leather link handle, cascade tuner, 19 tubes, 3 IF stages, dipole antenna and 5-in. speaker; ebony and gold finish metal.

Nassau (Series 14PT802) portable line in bark gray or ebony finishes. A deluxe version using same new 14-in. shorter 90 deg. tube is Gladwin (14PD-805) in garnet, ivory, ebony and gold or gold and ivory. Both are self-contained with no tube neck extending beyond back cover; 2-in. shorter and 7 lbs. lighter than present sets with same size tubes; all have brackets on back cover to accommodate cord when set is being carried. These and all other models have RCA Silverama aluminized tubes, dark safety glass.

2 new 17-in. portables with 110 deg. tube are Graduate and Socialite. Socialite has new high efficiency chassis.

Malvern and Norman "Custom Corner" consoles combine 21-in., 110-deg. tube with short front to back dimension and new "Signal Strong" chassis. Several models will be equipped with motor tuning and remote control for VHF. On top front righthand corner of cabinets is a butterfly type rocker bar switch; touching one side turns



set on or off, touching the other side energizes motor tuning and automatically rotates station selector to all channels or to pre-selected channels; same operation plus volume control is possible through remote control unit that fits in hand and is connected to set by 25 ft. small, flexible, flat cable.
Prices: From \$129.95 to \$395.



OLYMPIC TV Sets

Olympic Radio & TV Inc.,
Olympic Bldg.,
Long Island City, 1, N. Y.

Models: Olympic 1958 line TV sets featuring "hi-fi TV with 3-D".

Selling Features: Sixty models of "Custom Series" offer 3-D control (dynamics, dimension and definition) to Olympic's hi-fi 3-speaker sets; all consoles and combinations of "Custom Series" have a 3-speaker sound system plus crossover network; table model TD102 features 3-D and 2-speaker sound system plus crossover network. Cabinets designed in new slim silhouette in a variety of styling—25 different cabinet styles in a wide choice of finishes and UHF totalling 114.

All models with 3- and 2-speaker hi-fi sound systems feature pushbutton "on-off" control, illuminated channel dial, super-cascade tuner, aluminized short-neck picture tube and removable eye-eeze filter glass; all 21 and 24-in. sets have power transformer chassis.

Metropolitan series has "A" chassis; power transformer; tetrode tuner; aluminized short neck 21-in. tube.

Deluxe series has "B" chassis, power transformer chassis, super-cascade tuner, pushbutton on-off switch, illuminated channel dial, 2-speaker hi-fi sound; aluminized short neck 21-in. picture tube; Eye-Eeze filter glass; F chassis similar with 24-in. short neck picture tube.

Custom Series has "D" chassis; fringe area power transformer chassis, shielded super-cascade tuner, 3-D control, 3-speaker hi-fi, crossover network, pushbutton on-off switch, illuminated channel dial, 21-in. tube.

"H" chassis similar with 24-in. short neck picture tube.

**PUT YOUR SALES EMPHASIS ON THIS SENSATIONAL
SURE-SELL PRODUCT THAT WILL PAY OFF BIG!**

modern WATER SOFTENERS

Big Demand!
People are now
realizing the
importance of
water softening

Logical
Relationship
with Sale of
other
Appliances

Easy
Installation
... Little or No
Servicing

Freedom
from
Super-Competition
Headaches

An Unlimited
Market...
Only 5%
Saturation

A Full Mark-up

CASH IN... START NOW

Right now water softening is on the threshold of becoming big business. Now is the time to "Get in On the Ground Floor . . . Watch Your Sales and Profits Soar". There's *real* money, *big* money in the "MODERN" line. Ask for information today.

"Suburban" automatic economy model by "modern"

- Fully automatic — with dependable timer.
- Handsome contemporary design — fits in with modern appliances.
- Choice of new decorator-color panels — a hot new selling idea.
- Completely simple, positive operation.
- Never cuts off water during regeneration.
- Simple and economical to install.
- Latest-type high-capacity resin makes the softener compact and efficient.
- Electronic tank-finishing process gives special "hard wear" coating.
- Plastic-lined tank — 10-year warranty.
- Large brine tank — seldom needs attention. Easy to fill.

Distributors! Write us to see if your particular territory is open. If so, here's a wonderful chance for profitable selling. Investigate it NOW!

Dealers:

Mail This PROFIT-TICKET Today

**Modern Water Treatment Division
Geo. Getz, Corp.
2316 Twenty-third Ave., Rockford, Ill.
Send me full information on the "Suburban"
and the complete Modern Line**

Name _____
Company _____
Address _____
City _____ State _____
My wholesaler is _____



Here's the *Lady* who



TWO ALL-NEW

Lady Schick SHAVERS



NEW LADY SCHICK ORIENTAL
(Cat. No. 17) \$17.50, fair trade retail

Each packaged in a
Gift-Perfect "Hat Box"
carrying case—
another Schick first!



NEW LADY SCHICK SOPHISTICATE
(Cat. No. 16) \$17.50, fair trade retail

Cash in on this avalanche of advertising...

STOCK—FEATURE—SELL LADY SCHICK



AQUAMARINE
(Cat. No. 10A)
\$14.95
fair trade retail

©1957, Schick Incorporated, Lancaster, Pa.

stole the show last year...back with a

BIGGER SMASH HIT FOR YOU!

Special —EXTRA 10% PROFIT DEAL FOR YOU!

OFFER ENDS SEPTEMBER 16th

When you buy 6 Lady Schick Shavers—one of each model—plus 1 Varsity, you get a special deal! The retail value of these 7 shavers is \$115.40. Your regular cost is \$71.55...BUT with this deal your special cost is only \$64.39! This gives you a BIG \$51.01 PROFIT... an extra saving of 10%! Take advantage of this deal today!

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\$115.40 Total retail value

\$71.55 Your regular cost
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Gives you a whopping
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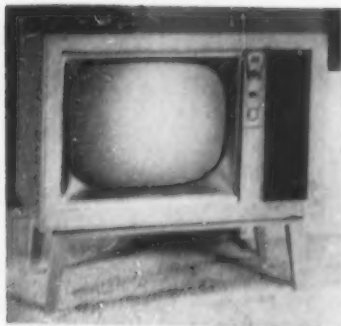
ROSE QUARTZ
(Cat. No. 10R)
\$14.95
fair trade retail



FORGET-ME-NOT
(Cat. No. 15)
\$16.50
fair trade retail



BALLERINA
(Cat. No. 14)
\$16.50
fair trade retail



DUMONT TV Sets

Allen B. DuMont Laboratories Inc.,
750 Bloomfield Ave.,
Clifton, N. J.

Models: 17 sets in 26 finishes; and 2 combination TV-radio-hi-fi sets, in 5 furniture style series.

Selling Features: Features include fine tuning, sensitive hi-fi with multiple "matched tone" speakers; power tuning; push-button "on-off" switch with lighted channel number window on several models; short-neck 90 deg. picture tube used in majority of sets with 110 deg. tube in 3 low-priced models; 10 microvolt sensitivity; front fringe lock control; 2-section chassis for cooler operation and longer life.

Galaxy 400 series chassis now used in Collector Series receives more broadcast signal, electronically perfected through matched circuitry, choice of 2 tuning methods—Sensomatic tuner or DuMatic power tuner.

Other features include pushbutton on-off and set-and-forget volume control; Touch-O-Matic remote control available with DuMatic power tune models, plus lighted channel number window; plug-in for record player. Engineering features include a new interference rejector; a fringelock device to keep images steady in all areas; advanced automatic gain control; tint-tilt removable glass tube front; 40 mc amplifier; "sensitune" built-in antenna; separate channel window for UHF stations plus UHF plug-in tuner with UHF antenna crossover network; sound mute plug-in switch permits touch button sound cut-out.

Models in line include four 21-in. and one 24-in. in Contemporary Collector series, which includes 3 lowboys, 1 table and 1 console model in a choice of mahogany walnut and lined oak with some maple and fruitwoods.

Traditional Collector series includes two 24-in. and two 21-in. models—2 are consoles and 2 consolettes; all cabinets in mahogany finish.

Provincial Collector Series includes three 21-in. (2 consoles and 1 lowboy) and one 24-in. console; Cabinet finishes are available in fruitwood, cherry veneers.

Collector Series combinations include Westminster, 21-in. console in early American with mahogany finish; and Beaumont, in Provincial styling with cherry finish. Both feature TV, AM/FM radio, Garrard automatic 4-speed record player, record storage space for up to 50 12-in. records; power tuned; TV has 2 speakers, hi-fi has 4 speakers. Playboy Series contains 4 models, a

NEW PRODUCTS Television

14-in. portable; a 17-in. table and two 21-in. table models. Cabinets come in fabric covered wood; metal cabinets in mahogany or lined oak finish; and one wood cabinet in mahogany, lined oak with matching legs.

Prices: From \$169.95 to \$500 for TV sets; combinations, \$1200; Playboy series prices are not yet announced.



SYLVANIA 1958 TV Sets

Sylvania Electric Products Inc.,
1740 Broadway,
New York, 19, N. Y.

Models: Sylvania's "Slimline" 1958 line includes 4 table and 4 console models as basic models that can be extended to 31 different combinations.

Selling Features: All models in 1958 "Slimline" are powered by Sylvania S-110 chassis; aluminized picture tubes; HaloLight frame; and nightlite. New models have improved "Magic Touch" tuning that permits channel selection in both directions by one, 2 or 3 channels at a touch.

Mainliner table leader has tailored steel cabinet 13½ in. deep; weighs 49 lbs. Futura console has same cabinet depth, weighs 57 lbs; deepest cabinet in line is 16⅞ in.; weighs 75 lbs. Prices: From \$179.95 to \$289.95.



PACKARD-BELL 1958 TV Line

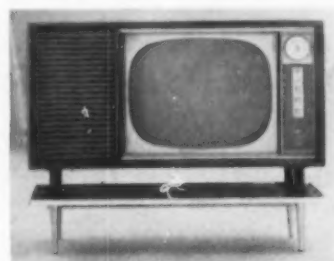
Packard-Bell Electronics Corp.,
12333 W. Olympic Blvd.,
Los Angeles, 65, Calif.

Models: Packard-Bell 1958 line of 15 TV sets with 17 to 24-in. screens in 3 black-and-white series: special, deluxe and custom decorator; also two 21-in. full-color consoles and consolettes; and a 21-in. horizontally styled TV combo. with radio, record player and hi-fi.

Selling Features: All are equipped with power transformers and new Range-finder chassis; 110-deg. tube used in ¼ of the models has decreased cabinet depth more than 4-in.; most table models reproduce sound from front-mounted speakers; custom decorator series feature improved remote control with a speaker in mechanism enables comfortable chairside listening; no knobs on cabinet of custom decorator series is another feature.

All cabinets are hardwood in walnut, mahogany, maple or blonde oak.

Prices: From \$169.95 to \$389.95; color models, from \$595 to \$725; combination from \$399.95 to \$425.



HOTPOINT TV Sets

Hotpoint Co.,
5600 W. Taylor St.,
Chicago, 44, Ill.

Models: Hotpoint 1958 line includes 4 table, 7 console, 2 lowboy sets.

Selling Features: All models have slender profile styling and a new 110 deg picture tube in 21 and 24-in. sizes. Two lowboy models in contemporary or traditional styling on 2 new 21-in. in walnut (21S605) and light oak (21S606); long and low, they feature 3 front speakers styled to left of set with tuning controls to right; below main cabinet a separate shelf creates low sleek look; "miracle memory fine tuner remembers exact tuning adjustments for each channel, user adjusts it for each channel just once and thereafter tuner automatically remembers specific adjustment when switching from channel to channel; both also feature shaded safety glass, improved tuner, aluminum voice coil, stay-set volume control, touch button power tuning, lighthouse channel spotter, automatic focus, remote control automatic sight and sound tuner, improved deflection yoke, horizontal speed control, improved vertical stability and retrace line suppressor.

In 24-in. console line are deluxe models (24S805) in mahogany and (24S806) in light oak; both feature miracle memory tuning, remote control, 3 separate speakers, shaded safety glass, improved tuner and other features found on 1958 sets.

2 "prestige" 21-in. consoles (21S555) in mahogany on casters, (21S556) in light oak have every deluxe including miracle memory tuning, 3 separate speakers, stay-set volume control, remote control, touch power tuning, lighthouse channel spotter, automatic

focus, automatic matched sight and sound tuner.

2 swivel based consoles (21S507) in mahogany masonite and (21S508) in light oak masonite are only 15 in. deep; both have 3 speakers, two 8-in. speakers a 4-in. tweeter; automatic focus, automatic matched sight and sound tuner etc.

Low priced console (21S505) in mahogany masonite has all tuning controls on top of set, and recessed; cabinet is 15 in. deep; 8-in. front speaker, improved tuner, shaded safety glass, automatic focus, age, and automatic matched sight and sound tuner.

New low cost top tuning 21-in. table model in bronze brown (21S405) 15 in. deep; improved tuner; aluminum voice coil, and other automatic controls.

No. 21S406, table model in ebony and white has shaded safety window improved tuner and all above features.

Prestige 21-in. models have 110 deg. tube, shaded glass, improved tuner, speaker in front of set, matching base optional.

Prices: Portables from \$139.95 to \$179.95; table models, \$189.95 to \$249.95; console models, from \$229.95



HOFFMAN 1958 TV Line

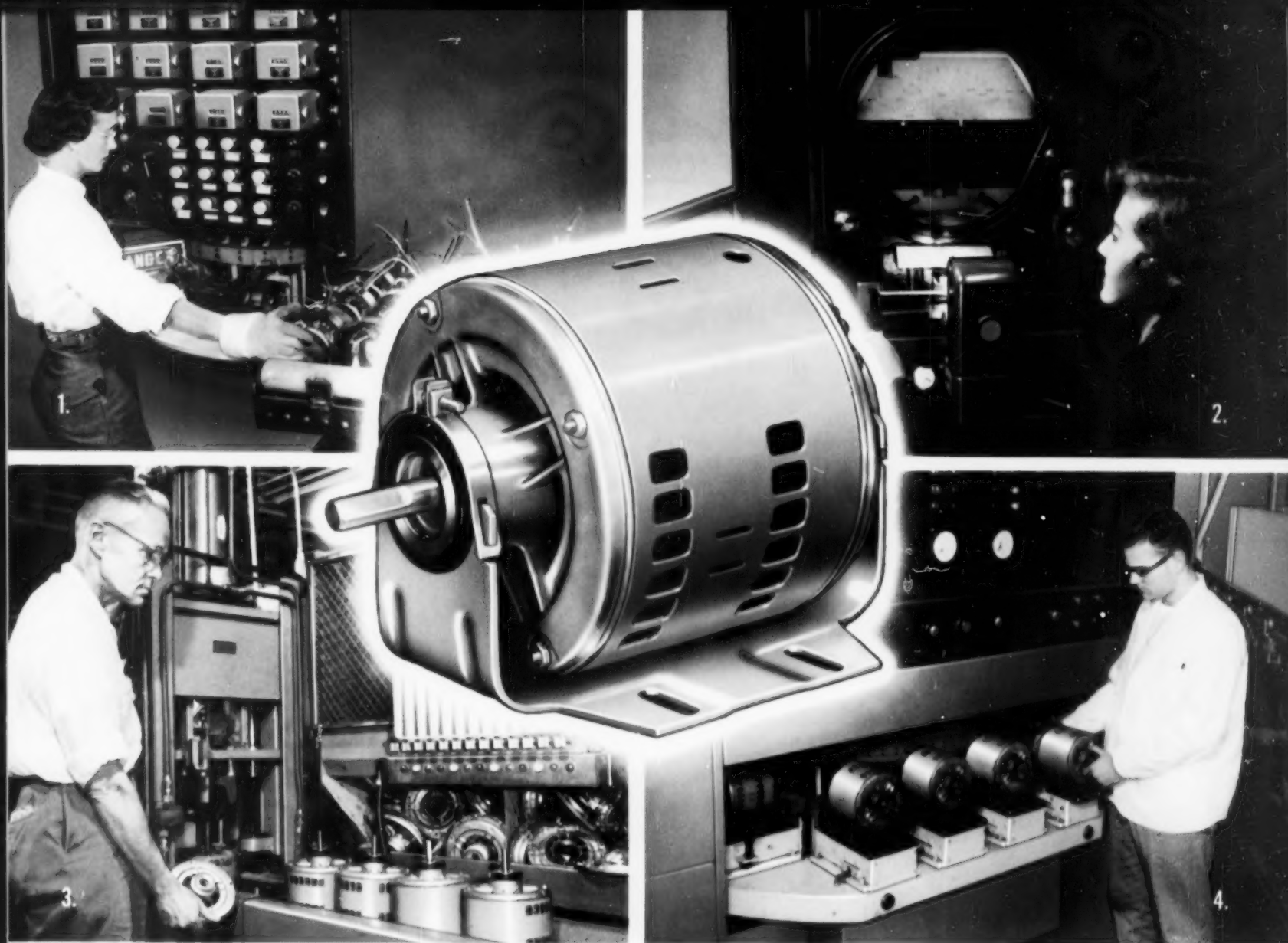
Hoffman Electronics Corp.,
3761 S. Hill St.,
Los Angeles, Calif.

Models: Hoffman's 1958 TV line includes 16 basic models in a wide variety of furniture and finishes.

Selling Features: Dyna-Touch automatic TV tuning eliminates conventional channel selector—by pressing a button, user tunes in pre-selected stations or may make a single-channel advance; pocket-size BeamRider enables user to change channels on set from up to 25 ft. away; BeamRider consists of a miniature transmitter which has no physical connection set, and a miniature receiver which is plugged into back of all sets equipped with Dyna-Touch tuning.

Most sets feature Black easy-vision lens and Neutrex light shield; 3 chassis are featured—the Mark 10, Super Mark 10 and Mark 5; all transformer-powered with a deluxe turret-type tuner, 3-stage 40 mc IF amplification and aluminized picture tube. Black and white line includes a 14-in. portable in 5 colors; 17, 21 and 24 in. table and console models.

Price: From \$169.95 to \$395; BeamRider, \$29.95 extra.



THE ALL-NEW GENERAL ELECTRIC APPLIANCE MOTOR—

139 Different Tests and Inspections Help Assure Trouble-free Operation, Reduce Service Expense

No appliance is more dependable than its motor. That's why we make sure every G-E appliance motor will perform properly on the appliance you sell. Nothing is left to chance.

G-E motors undergo as many as 139 different tests and inspections to help assure proper motor operation. Four of these tests, pictured above, are:

1. The automatic stator surge test, an electrical test which checks the strength of the insulation.
2. The shadowgraph, a component quality test for elimination of inaccurate or faulty parts.
3. The end-play calibration test, a physical test to help assure perfect rotor alignment.
4. The final electrical test which thoroughly checks

complete motors, rejecting those that do not meet rigid requirements.

As a result of this thorough testing and inspection the all-new G-E motor for washers, dryers, dishwashers, food waste disposers and ironers performs better and lasts longer. Your customers realize greater satisfaction from appliances equipped with G-E motors. You can count on greater customer confidence and more repeat sales.

For more information about the first all-new appliance motor in 25 years, write Section 705-6 for Bulletin GEA-6381. General Electric Company, Schenectady 5, New York.

LIVE BETTER...*Electrically*



GENERAL  ELECTRIC

In Philadelphia, buying begins at home



The Bulletin goes home...delivers more copies to more families every seven days in Greater Philadelphia than any other newspaper

Room air conditioners are only one of the many home appliances for which the people of Greater Philadelphia spend \$276,234,000 annually. The way to reach these people is through the advertising columns of Philadelphia's home newspaper — The Evening and Sunday Bulletin. You can give your advertising the added impact of *R. O. P. spot and full COLOR* —evening and Sunday—*seven days a week!*

The Bulletin exerts a powerful influence on the buying habits of its readers. Philadelphians like The Bulletin. They buy it, read it, trust it and respond to the advertising in it. The Bulletin is Philadelphia's *home* newspaper.

Advertising Offices: Philadelphia, 30th and Market Streets • New York, 342 Madison Avenue • Chicago, 520 North Michigan Avenue

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In Philadelphia nearly everybody reads The Bulletin

KitchenAid is a mixer



..a food chopper

..a vegetable slicer

..a can opener

..a colander
and sieve

and KitchenAid is a profit-maker for you!

The KitchenAid Food Preparer offers unequalled menu flexibility for your customers. It is a quality product that is made to do the best job possible in food preparation. The line of attachments is complete, designed for easy operation and perfect results every time. KitchenAid has built-in power to operate all attachments without the need for an expensive power booster.

It will pay you to stress this sales feature. And show your customers the exclusive Hobart planetary action that mixes just as thoroughly at bowl edge as at center. Show them the attachments for chopping, slicing, shredding, straining and can-opening. Let them see how easy these attachments are to attach, use and change.

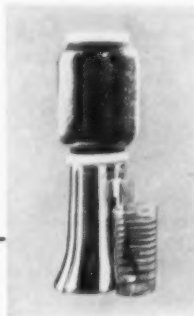
And another quality KitchenAid product is the electric coffee mill that offers the housewife the convenience

of always fresh, full-strength coffee. Stored in the whole bean in the glass container to protect flavor oils from evaporating, the beans are ground with the flip of a switch—as much as you need—as you need it.

The KitchenAid Food Preparer is available in three-, four- or five-quart sizes. The 3C (three-quart) and the coffee mill are available in a wide range of decorator finishes and colors that are compatible to any kitchen color scheme.

These KitchenAid products, and the famous KitchenAid automatic dishwasher, serve you and your customers as only quality products can.

Write KitchenAid Electric Housewares Division, Dept. KEM, The Hobart Manufacturing Co., Troy, Ohio. In Canada write: 175 George St., Toronto 2.



KitchenAid®

The Finest Made . . . by



The World's Largest Manufacturer of Food, Kitchen and Dishwashing Machines



EMERSON Portable TV Sets

Emerson Radio & Phono Corp.,
Jersey City, 2, N. J.

Models: Emerson's 5-way Port-O-Rama line consists of 4 models and includes 110 deg. picture tube in many models. **Selling Features:** 4 models available in 8½-in., 14-in., 17-in. and 21-in. screens; 21-in. model uses 110 deg. picture tube for modern true-slim look; phono-jack for record playing, can be operated from a car, trailer or boat on battery power by use of an inverter and have an additional jack for plugging an under-the-pillow attachment or private ears attachment.

Eldorado and Deluxe series features Turn-A-Vision consoles and consolettes with hi-fi twin speaker sound systems; Deluxe series contain a full power transformer chassis with parallel filament circuit; No. 1282, with Tru-Slim design is housed in an ultra-compact cabinet made possible by new short depth 110 deg. tube.

Also introduced were 3 new TV-phono combinations including No. 1290.



ROLAND Radios

Roland Radio Corp.,
Mt. Vernon, N. Y.

Models: 9 new Roland radios—3 transistor "convertibles" 2 clock-radio models; 3 table and a shortwave set.

Selling Features: Transistor set 4T5 has 4 transistors, and germanium diode detector 4-in. Alnico speaker; break resistant plastic cabinet in white and ebony, gold trim; overall size 6½x5x2½ in.

7TL, 7-transistor plus germanium diode detector in top grain leather with hi-fi push-pull transistor audio system; 2 Alnico V speakers and full-view slide rule tuning dial which permits tuning from both sides; tan and black trim.

7TW, twin speaker 7-transistor plus germanium diode detector has all features of above in decorator style wood

NEW PRODUCTS... Television, Radio and Phonos

cabinet with swivel base that permits 260 deg. directional listening; mahogany, walnut, blonde, ebony or fruitwood finishes. All, have Bi-Fi sound reproduction from identical front and rear speaker grills; retractable handles and earphone jacks for private listening. 7TW has phono jack of equipment.

Twin-speaker a.c. clock radio 5C8 has sleep and wake-up-to-music switches plus a buzzer alarm and clock actuated appliance outlet; 5 tubes including rectifier; full-vision illuminated slide rule dial, luminous hands and hour indicators and earphone jack; polystyrene in white with coral; charcoal with white and pink with white.

No. 4C3, economy clock radio has 4 tubes including rectifiers; Alnico V permanent magnet speaker; superhet circuit and high gain loop antenna; polystyrene cabinet in oyster white or pink.

Table radio 4T4 economy model with 4 tubes including rectifier; 5T10, a twin-speaker model and 5T11 has 5 tubes.

W100 shortwave set operates on 2 bands—standard broadcast and 5.9 to 17.9 mc shortwave dial calibrated for foreign cities, and a world map time chart on front panel; features twin speakers, 5 tubes plus rectifier; a.c.-d.c. or long-life battery pack. Twin-speaker 5C8, 5T10 and W100 feature hi-fi audio system.

Prices: Transistors from \$39.95 to \$79.95; Clock models from \$22.95; table models from \$19.95; W100 short-wave model, \$79.95.



SYLVANIA Transistor Radios

Sylvania Electric Products Inc.,
1740 Broadway,
New York, 19, N. Y.

Models: Sylvania's 1958 line includes three 6-transistor portable radios.

Selling Features: No. 3203, in forest green impact proof plastic cabinet has a 4-in. speaker; operates on 7 batteries. No. 3204, in 2-tone plastic cabinet; in sapphire, seafoam yellow and charcoal; has 4-in. speaker and "bomb-sight tuning"; No. 3305 has 6-in. oval speaker; "bomb-sight tuning" comes in terra cotta and gold or navy and gold.

Prices: from \$39.95 to \$49.95.



EMERSON Transistor Radio

Emerson Radio & Phono Corp.,
Jersey City, 2, N. J.

Device: Emerson 8-transistor pocket radio, No. 888.

Selling Features: Uses 8 coordinated transistors; designed to deliver peak performance and outstanding tonal response; circuitry makes possible battery life of 10,000 hrs when equipped with nickel cadmium rechargeable cells; housed in polished plastic "nevabreak" cabinet with gold grille and appointments.

Price: \$44 including batteries



COLUMBIA Hi-Fi Phono

Columbia Records,
799 Seventh Ave.,
New York, N. Y.

Device: Columbia "original 360" hi-fi phono.

Selling Features: Improved 1957 table model in hat-box size wood cabinet with curved front design and unique acoustical properties; new equipped with detachable matching brass-tipped legs; can be used as table or floor model console; a plug-in adaptation of complex electronic device known as crossover network links a third external speaker to the pair on the main set. Crossover network housed in 2x4 in. metal box which plugs into socket in rear of cabinet and serves to distribute bass and treble frequencies between the 3 linked speakers; the external speaker has 3 sound dispersing surfaces so that unit can stand free from wall lending itself to custom placement in any convenient car line. Another feature is an amplifier with double wattage of earlier models. Available in blonde, mahogany, ebony and walnut finishes.

Price: Complete with external speaker and crossover network, \$175.



PHILCO Transistor Radio

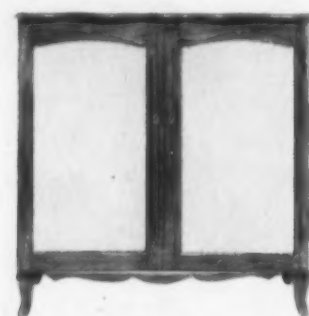
Philco Corp.,
C and Tioga Sts.,
Philadelphia, Pa.

Model: T-50054-transistor radio operates on 4 tiny mercury cells similar to those used in small hearing aids.

Selling Features: Cordless radio receiver will operate on 4 cells for more than 120 hrs; leather case.

Three other 7-transistor, cordless radios with flashlight battery life up to 1000 hrs. T-500 is 3½ in. high, 5½ in. wide and 1½ in. deep; besides 4 AA mercury cells, it can also be operated on 4 penlight cells for 40 hrs. or longer; has a magnecor antenna, 2½ in. speaker and an ear phone jack; ear piece is available as an accessory; 2-tone ivory and black styrene case; leather carrying case available as accessory.

Price: \$44.95



DUMONT Hi-Fi Phonos

Allen B. DuMont Laboratories Inc.,
750 Bloomfield Ave.,
Clifton, N. J.

Models: 4 Hi-Fi phonos in Playboy series.

Selling Features: "Sound Stage" a table model of mahogany or lined oak wood has 4-speed record player, separate controls for loudness base and treble.

"New Yorker" table model in mahogany, lined oak or walnut veneer; 4-speed player; 45 rpm adaptor; separate controls for bass, loudness and treble.

"Governor Winthrop" slant-top desk-type console in mahogany, lined oak, fruitwood, or walnut veneers; has 10-in. woofer; two 5-in. mid-range, 1-horn type tweeter speakers plus an AM-FM radio; available in 3 styles: French Provincial, Traditional or Modern.

"Charleston" console in mahogany, lined oak, fruitwood in 3 styles French Provincial, colonial or modern; Garrard 4 speed changer with automatic amplifier shut-off and AM-FM radio; 4 speakers include 10 in. woofer, two 5-in. mid-range, and a horn type tweeter.



HOTPOINT'S NEW SLENDER PROFILE CUTS A THIRD FROM TV BULK

Only 15" from front to back! That's inches shorter than present models! And it has up to 35% less depth than last year's TV!

The 110" Picture Tube in every model makes Hotpoint's Slender Profile a sleek new look your customers will spot—and want—instantly.

Add to this, Hotpoint's clean design, "Miracle Memory" fine tuning, 3-Speaker Consoles, Front-Speaker Table Models, Remote Control at no extra cost with Power Tuning Consoles, and new Power-tronic Chassis.

You can really get your teeth into every one of these hot selling features. Yet the pricing on Hotpoint's short line is highly competitive.

That's why Hotpoint Hi-Vi TV for '58 is your easiest TV sale!

Hotpoint Hi-Vi TV



Hotpoint Co. (A Division of General Electric Company) 5600 West Taylor Street, Chicago 44, Illinois

ELECTRICAL MERCHANDISING—AUGUST, 1957

PAGE 157

Another General Electric development in controlled-heat cooking!



NEW!

General Electric Saucepans with Removable Thermostats

4-quart \$24⁹⁵*

(Model S 40—priced and packaged to include cover, removable thermostat, fry basket)

2-quart \$19⁹⁵*

(Model S 20—priced and packaged to include cover and removable thermostat)



No constant watching . . . you dial the *exact* degree needed. No boiling over, no burning . . . makes cooking almost foolproof.



Completely immersible! Thermostat unplugs so the General Electric Automatic Saucepan washes like an ordinary pan.

Here is the most versatile portable cooking appliance yet. The General Electric Automatic Saucepan simmers, steams, stews . . . even deep fries. *New more accurate silicone control* lets you cook everything *perfectly* . . . better than on a stove.

Priced right, too! And they're packaged

complete to avoid complicated inventory.

Powerful television coverage ("Cheyenne," ABC-TV) plus full-page ads in *Life* and *Better Homes & Gardens* will send customers out looking for this exciting new appliance. Be ready for 'em. See your local General Electric distributor now.

Progress Is Our Most Important Product

GENERAL  ELECTRIC

General Electric Co., Portable Appliance Dept., Bridgeport 2, Conn.
*Manufacturer's recommended retail or Fair Trade price.



RCA-VICTOR Hi-Fi

RCA-Victor Div.,
Radio Corp. of America,
Camden, N. J.

Models: RCA-Victor 1958 hi-fi line includes 9 new Multi-Speed "Mark" series and 3 new stereo tape systems.

Selling Features: New line of Orthophonic hi-fi "Victrola" phonos featuring an increased number of multi-speed sets, all equipped with stereo-jacks for addition of stereophonic sound.

1957-8 "Mark" hi-fi series consists of 3 cabinet deluxe consoles including AM-FM radio, hi-fi, stereo tape player and tape recorder; 3 single cabinet AM-FM radio hi-fi combinations; 2 console hi-fi sets; 2 consolettes and a portable.

Mark I (SHF1, a combination hi-fi phono-AM-FM radio console includes a built-in stereo-tape player in combination with tape recorder; 8 speakers housed in 2 matching speaker cabinets; has 30 tubes, 3 rectifiers, a transistor circuit in pre-amplifier to provide quieter performance; maximum output 54 watts.

Mark VI (SHF6) console has 3 speakers—a 12-in. and two 3½-in. "tweeters" responds through a range of 50 to 20,000 cycles.

Mark VII table model has 3 speakers: an 8-in. "woofer" and 2 3½-in. "tweeters"; comes complete with brass legs at no extra cost.

Mark IVD (SHF4) has 4 speakers, two 12-in. and two 3½-in. "tweeters"; 45 to 2,000 cycle range.

Mark IV (SHF5), has same hi-fi system in mahogany finish; an AM-FM tuner designed to fit into record storage cabinet (tuner available at \$99.95).

Other Mark models include Mark II combination phono-AM-FM radio in modern style with 4-speaker Panoramic sound system; Mark III combination phono-AM-FM radio in traditional style in maple and mahogany or light rift oak, with 4-speaker sound; Mark XI portable in simulated brown leather carrying case; complete with stereophonic sound; 3-speaker system; Mark IX has features of Mark XI in a table model with brass legs for conversion to consolette.



Recorder-Stereotape players 7TR2, 7TR3 and TRCI; two have matching speaker cabinets the third is a recorder.

NEW PRODUCTS Hi-Fi and Intercoms

player only. STR88 portable records and plays back monaurally. STR66, table model will record and play back monaurally as well as stereophonically. Each has a 3-speaker Panoramic sound system.

Prices: From \$129.95 to \$2,000.



V-M Phonos and Combinations

V-M Corp.,
280 Park St.,
Benton Harbor, Mich.

Models: V-M "Fidelis" phono No. 562 and combination console unit No. 1000.

Selling Features: V-M's "Fidelis" hi-fi table phono has new 4-way speaker system and Acoustic contour control; pushbutton "pilot light" starts unit, rejects a record and starts a new one at touch of fingertip with lid closed. All other controls and a 45 rpm spindle are grouped to left of 4-speed hi-fi changer, including Acoustic contour control, separate bass and brilliance controls and Tone-o-matic control. Speaker system consists of two 8-in. speakers with concentric tweeter cones; available in blonde, mahogany, ebony or walnut; can be converted to consolette with black or brass finished legs.



"Stereo Fidelis" console No. 1000 in 5-ft. cabinet contains a dual-speed dual-track, stereo-play tape recorder, 4-speed hi-fi changer, an FM-AM radio tuner, twin dual-speaker and amplifier system, clock timer which can be preset to start or stop any function and a complete pushbutton control panel. Tape recorder plays stacked or staggered-heads stereo tapes; dual controls on panel under center lid include new Acoustic contour controls, Tone-o-matic controls, volume controls, separate bass-brilliance controls; dual external speaker outlets, dual stereo broadcast inputs to receive AM-FM stereo broadcasts; dual 10-watt amplifiers; matched multi-

way speaker systems in twin reflex changers. Special VM Super-Fidelis 4-speed changer with extended range ceramic cartridge; 4-coil condenser motor; Siesta-Matic to shut off power and amplifier after last record; walnut contemporary cabinet.

Prices: No. 562, \$160; No. 1000, "less than \$1000."



SYLVANIA Hi-Fi Phonos

Sylvania Electric Products Inc.,
1730 Broadway,
New York 19, N. Y.

Models: Line of 12 hi-fi phonos includes 3 portables, 2 consolettes, a remote speaker, a tape recorder and 5 consoles and console combinations.

Selling Features: Portable, 4-speed automatic phono No. 4405 has dual sapphired pickup, automatic shutoff, plastic covered case; in turquoise and white.

No. 4406, portable, deluxe 4-speed automatic changer has above features plus automatic intermix and 2 hi-fi speakers.

No. 4501 portable has same features as 4406 with 6-tube AC-DC AM radio; terra cotta and white finish.

No. 4307 consolette 4-speed, deluxe changer has 12 in. woofer, 5 in. tweeter, speaker jack, dual sapphired pickup, automatic intermix in mahogany and blonde.

No. 4701 console has same features as above plus 9-tube AM-FM tuner.

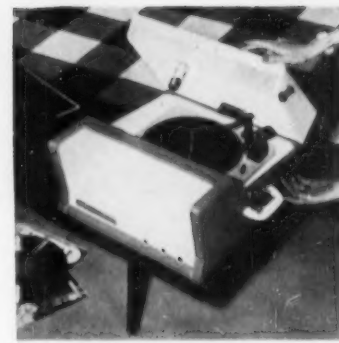
No. 4308 console has 4-speeds, deluxe hi-fi changer plus 20-watt amplifier. No. 4309 room divider console has 20-watt amplifier with a 15 in. heavy magnet speaker, a 10-in. magnet speaker and 2 5-in. tweeters in fruitwood, mahogany or blonde. No. 4702 room divider, same as above plus 11-tube AM-FM tuner.

Remote speaker SS-02, has 9x6 oval speaker, two 3½ in. tweeters, record storage facilities.

Portable hi-fi, 2-speed tape recorder No. 4901 has two 6-in. hi-fi speakers, 4-watt push-pull amplifier, edit button, radio-phono jack extra speaker jack.

Complete combination 4801, has 11-tube, AM-FM tuner, tape recorder-player, 20-watt amplifier, a 15-in. speaker, one 14.7 oz. magnet and two 5-in. tweeters, extra speaker jack and album; mahogany or blonde oak cabinet No. 4802, identical in walnut.

Prices: From \$69.95 to \$599.95.

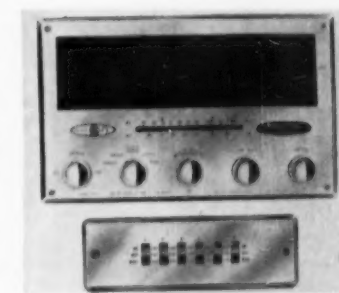


ADMIRAL Hi-Fi Phono

Admiral Corp.,
1191 Merchandise Mart,
Chicago, 54, Ill.

Device: Admiral printed circuit portable hi-fi phono.

Selling Features: Contains new chassis, 98% of which is printed wiring; lightweight; features an 8-watt hi-fi amplifier which provides distortion-less reproduction of recordings; has capacity to handle peaks at normal listening level; twin speakers, separate tone controls; 4-speed automatic record changer with twin-lever sapphire cartridge; changer and amplifier shut off automatically after last record is played.



MUSICALL Radio-Intercom

MusiCall Corp.,
Los Angeles, 34, Calif.

Device: MusiCall combination AM FM radio and intercom system.

Selling Features: An 8-tube a.c.d.c. system with 4 dual purpose tubes; composed of a Master station, a separate control box for remote stations, three 5-in. interior speakers and a 4-in. front door speaker-mike; can be converted to a 7 or 13-station system; optional is a big 6x9 in. hi-fi speaker and a phono-jack; all speakers have a volume control and a spring controlled talk-listen switch; antique copper finish.

MASCO Electronic Nurse

Mark Simpson Mfg. Co., Inc.,
32-28 49th St.,
Long Island City, 3, N. Y.

Device: Masco wireless electronic nurse No. WEN.

Selling Features: Unbreakable metal cabinet finished in baby blue; when switch is turned on sounds of child may be picked up by radio in any room of house, in car radio or portable battery-operated radio; has built-in 4 in. speaker-microphone; one unit, no wiring.

Price: \$29.95.

SPECTACULAR NEW

Here is beauty and functionality unsurpassed. And you can see that these masterpieces from V-M almost sell themselves by their appearances. V-M consistently offers *more* for everybody including a lot of easier-to-sell profit especially for you. Profits, profit margins, quick-turnover on quality products with popular prices, mass-market demand and sales-inciting advertising all combine to support you all the way! On every count, V-M takes top honors! And V-M "gilds the lily" with the sellingest promotions you've ever seen: national consumer ad program, billboards, point-of-purchase material, ad mats, literature, direct mail, TV spot announcements, zesty singing commercials! V-M builds in the big-sell to make it easier selling for you!



PROFIT WITH "PLEASURE'S NEW SOUND"!

V-M Model 562 — Superlative in Sound and Styling!

Look at the newest version of America's fabulous, best selling high fidelity table model. Here for the first time is balanced, room-filling high fidelity to match the acoustics of *any size* room. This is because of V-M's exclusive *Acoustic Contour Control*—high fidelity's most revolutionary new feature. It tailors the sound to the

actual size of your room—big or small. Model 562 has a powerful 4-way speaker system, two 8" speakers each with concentric tweeter cone. With all this, plus Brilliance, Bass, tone-o-matic®, Volume controls, and high-fashion styling, it is indeed, an unusual value. Four popular finishes. Legs optional.

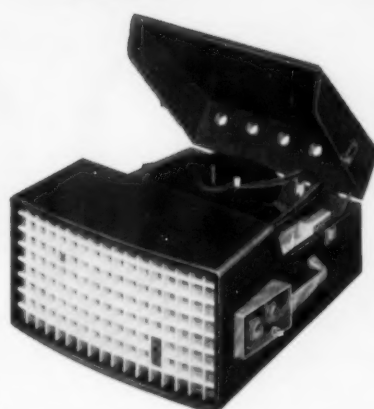


makes selling

PRODUCTS TO SPARK YOUR SALES



1



2



3



4



5



6

From V-M . . . a totally new concept of hi-fi pleasure you sell at a profit!

1. Summit Hi-Fi AM-FM Radio-Phonograph Model 568

V-M built-in top-profit potential in this contemporary masterpiece. Now it is all yours for easy-sell profit. Summit features: Deluxe AM-FM tuner with Automatic Frequency Control. Four extra-fidelity speakers (12", 8" and two 4") in a sensational acoustic cabinet. Exclusive and amazing V-M Acoustic Contour Control plus Bass, Brilliance, tone-a-matic and volume controls, diamond needle.

2. V-M Hi-Fi Portable Model 557

Talk about easy-sell — this sparkling modern portable has it! Sets a new standard in hi-fi portables with the revolutionary, exclusive V-M Acoustic Contour Control, 8" woofer and 5" x 7" speaker with tweeter cone, unique chromium-plated handle contains all controls. Has speaker and tuner/stereo jacks. America's top easy-sell portable!

3. V-M Hi-Fi Table Model Elegance Model 1290

Here's every hi-fi enthusiast's dream fulfilled! Top profit maker, too. New 6" x 9" speaker with 3" concentric tweeter cone makes tubas resound and violins whisper. 4-speed changer, jacks for tuner and external speakers. True high fidelity.

4. V-M Model 1276, Automatic Portable Phonograph

Top profit, top features, low, low price! Plays all four speeds, jack for external speaker, hi-fi changer with Sista-Matic[®] and patented, gentle spindle. Colorado brown and tan.

5. V-M Model 1260 Automatic Portable

This phonograph is a big profit maker, a big traffic puller with its big style, big sound and big value. Authentic 4-speed hi-fi changer and gentle tri-a-matic[®] spindle.

6. V-M "Songfest" 4-speed Portable Phonograph

This is the Model 215. Great to sell the "younger set" or "moves" mighty fine as a "second set." It's an easy "Best Sell" with its all new aluminum tone arm, rubber turntable mat and three bright two-tone color combinations.

the  voice of Music[®]

V-M CORPORATION • BENTON HARBOR, MICHIGAN
WORLD'S LARGEST MANUFACTURER OF PHONOGRAPHS AND RECORD CHANGERS

easier than ever!

SELL THE SELLINGEST LINE

11,500,000

AVERAGE NET PAID COPIES PER ISSUE

Effective with the January, 1958 issue, the advertising rates of Reader's Digest will be based on an average net paid circulation of 11,500,000 copies. This figure represents

- The largest net paid circulation in the history of magazine publishing
- Nearly twice the circulation of any other magazine in the United States
- The greatest circulation growth, from the highest base, ever made by any magazine in one year

People have faith in
Reader's Digest

TRADE REPORT



HARRY GRAYSON

News Editor

When Steel Costs More ... MUST APPLIANCES GO UP?

- Appliance men aren't sure Steel's latest price boost was necessary
- But they are sure it will ultimately mean higher prices for appliances
- Right now, most are sitting back and waiting to see what others do

RECENT publicity concerning U. S. Steel price rises indicated that the higher cost of steel would mean only 66¢ on a \$300 refrigerator, 2¢ for a \$25 toaster.

"Oh, yeah?" is the appliance manufacturer's reply.

Steel price rises have sent a lot of blood pressures soaring, both in and out of the appliance industry. Economists say steel's recent \$6-per-ton boost will trigger the already-soaring inflationary spiral to further gains.

For the appliance industry, in particular, steel's latest move posed some real problems.

One appliance spokesman pointed out that the \$6 per ton is just a beginning. He complained, for instance, that there are several different kinds of steel in a refrigerator, each kind more expensive than the other; that the price rises will also affect the retooling equipment that manufacturers set up every three years or so; that steel in component parts is also involved.

While it is true that a ton of steel will make 5 freezers or 6½ refrigerators, etc., this is just one part of steel's role in the finished product.

New Budget Drain

Thus it would appear that the rise in the cost of steel will mean a new drain on the appliance manufacturer's budget. The logical re-

sult: higher prices for the appliance industry, already beset by price woes.

Critics of the steel industry also point out that steel workers are among the highest paid of all industrial workers (making an average of \$2.62 an hour); that the steel industry is one of the few that finances its expansion from its profits rather than by floating new stock issues; and some even contend that the progress toward automation in steel has been much too slow (output per man hour has increased about 2.9 percent per year from 1947 to 1955).

Thus many argue that steel could well increase automation at a faster rate, that steel manufacturers could absorb more of the pay raises out of their profits, that steel could finance expansion the way other industries do. The spokesmen for steel deny these contentions, of course, blaming the labor unions for constantly forcing wage rises and the government for overlooking inflation in the amount it allows for depreciation allowances.

11th in Profits

In any case, steel was 11th highest among manufacturing industries in 1956 in profit and sales (7.2 percent). The industry ranked 16th that year for return on investment (13.9 percent). In both cases that is comparatively higher than the appliance industry.

Appliance manufacturers fear that, if they raise prices to pass along the steel increases to the consumer, they will price themselves out of the market. There is not enough margin in their present price structure to absorb more cost boosts. On the other hand, competition is so keen and the market so slow that an increase now might be fatal. Some, however, have already indicated they will raise prices,—thus possibly jeopardizing their market positions.

The following price picture for one manufacturer is a typical one for the industry:

In the ten-year period between 1947 and 1957, the manufacturing cost of—

—a laundromat increased 7.9 percent; price decreased 3.39 percent.

—a range model rose 43 percent; price went up only 27.4 percent.

—another range went up 61.6 percent; price only increased 21.5 percent.

—a refrigerator model rose 11.4 percent; price decreased 19.8 percent.

—another refrigerator went up 22.9 percent; with only a 16.6 percent price rise.

From these figures, it is plain that a good part of the profit has already gone out of appliances. The same is not true of steel. So

far this year, U. S. Steel's profits have been good. After taxes, it earned 9.9 percent on sales in the first quarter. This is substantially better than any full year's earnings rate for the last 27 years.

Yet, when steel's employment costs rose, prices were raised. The appliance industry cannot easily use the same safety valve. The competitive situation is such that the entire steel price boost doubtless will not be passed on to the consumer by most manufacturers.

What are the manufacturers doing?

Some, like Norge, are playing a game of wait-and-see. Norge feels that industry conditions will determine price policies.

Fred Maytag II says, "We have no immediate plans to pass on recent steel price increases to our customers."

Maytag acknowledges that price increases and forthcoming automatic wage increases due under present contracts will add significantly to the cost of his products. He has hopes of attaining more efficient manufacturing methods and technological advances.

"We are in a race between our ingenuity in reducing costs we can control and the continuing march of cost increases over which we have no control," Maytag said. "We don't know now which of these two factors will win. Over the long pull, prices must go up."

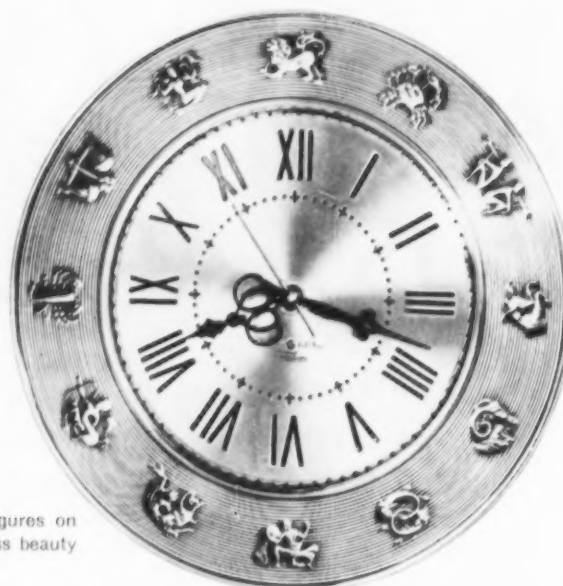
MORE▶

New G-E Telechron models,

Wood, metal, decorator and feature clocks



NEW! PROVINCIAL—French Provincial design for authentic beauty. Rich fruitwood case with distinctive etched dial. Alarm, \$29.95



NEW! UNIVERSE—Zodiac figures on convex dial make this solid brass beauty a decorator's delight, \$19.95



NEW! SHINING HOURS—Distinctive sunburst motif, with gold-color dial blending into sparkling-clear lucite rays. A wall clock for the discerning at \$29.95



NEW! GIFTWOOD—African mahogany beauty with handsome brass bezel. Black numerals and hands for quiet elegance. Alarm, \$14.95

**Box score of
fall profit
plans for you**

Magazine advertising—full-color center spread in The Saturday Evening Post. Full-color page in Reader's Digest. Three insertions each in Living for Young Homemakers and House Beautiful.

Sunday Supplements—full-color page and two added insertions in the top 77 markets.

Television—one-minute hard-sell commercials on the Cheyenne Show, ABC's popular adult western.

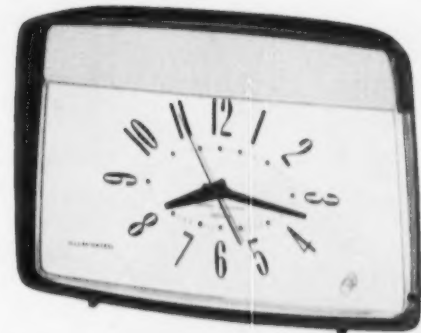
styled and priced to move

...greatest promotion back-stop ever!



NEW! ROYAL SNOOZ-ALARM®—New kind of alarm—wakes you, lets you snooze, wakes you again. Modern case in smart beige, luminous, **\$9.98**

NEW! TRIXIE—Bright-colored puppy clock in non-breakable case helps keep youngsters on time. Trixie juggles bouncing ball, **\$6.98**



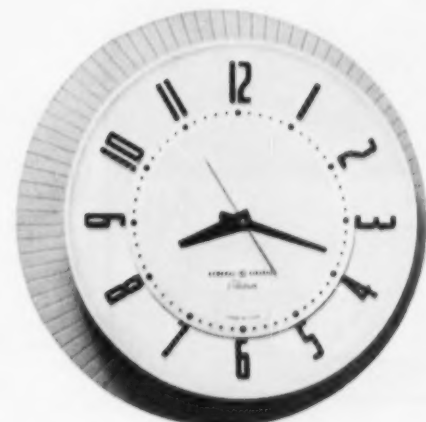
NEW! LITE-TIME—Illuminated kitchen or bathroom clock. Bulb-lighted dial serves as night light. Stands or hangs. White, red or turquoise, **\$9.98**



NEW! TEMPO—Smart, fully-luminous alarm in ivory-color case. High style, low price, an appreciated gift item at **\$5.98**



NEW! WAKEWOOD—Contemporary wood case alarm in dark African mahogany, **\$8.98**. Also available with luminous dial in blonde, light or dark mahogany colors at **\$9.98**



NEW! DINETTE—Something new in wall clocks, a saucer-shaped dial on smart wall-fit case in red, yellow, turquoise, or pink and charcoal, **\$7.98**

GENERAL  **ELECTRIC**

Telechron



All prices are manufacturer's recommended retail or Fair Trade prices—plus applicable taxes.
Clock and Timer Dept., General Electric Company, Ashland, Mass.

*Snooz-Alarm is a trademark of the General Electric Company

Plus—large space in full color in the following publications (our share of the Housewares and Radio Receiver Division's new joint advertising program)—Life, Look, The Saturday Evening Post, Better Homes & Gardens, Better Homes & Gardens Xmas Idea Annual, House Beautiful, House and Garden, Esquire, Holiday, This Week, Parade and Family Weekly.

And—7 all-new window and point-of-sale displays.

And—Ownership plans on 3 new feature clocks.

And—Easy-to-win "Clockword Puzzle" contest with 138 fabulous prizes—trips to Las Vegas, General Electric stock, TV sets, and more.

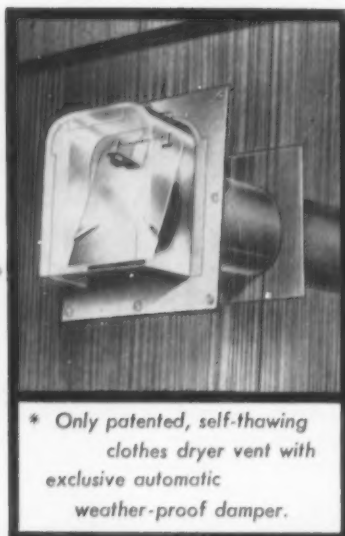
And—Ad books with complete mats, radio and TV commercials and ideas.

• See your distributor quick for the whole new exciting story! Ask about the basic retail stock computer.

NOW DRY-R-X

BRINGS YOU

NEW NEW



* Only patented, self-thawing clothes dryer vent with exclusive automatic weather-proof damper.

SELF-CENTERING CLOSE-COUPLED VENT FOR SPEEDIER INSTALLATION.

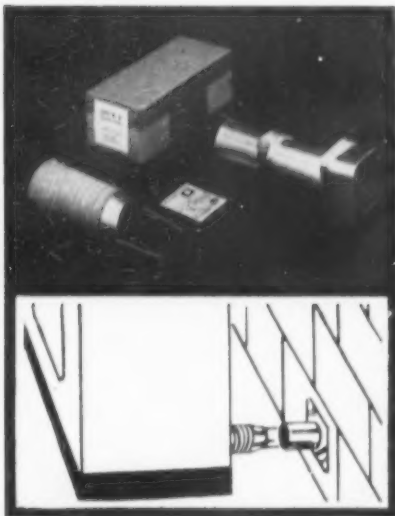
LOWER PRICES . . . MORE TO SELL FOR MORE PROFIT.

NEW VENT

New self-centering close-coupled vent provides for fastest, easiest direct venting on outside wall from kitchens and utility rooms. New coupling is automatically self-centering—automatically locates and tightens itself. Accordion action of flexible tubing automatically adjusts to desired distance from 12-inch maximum to flush. Available for 3-inch or 4-inch diameter dryers. All kits individually packaged with instruction sheets.

SAVES TIME AND LABOR

New coupling unit with 3-prong guide makes it easy to connect flexible tubing to vent pipe. No lost time or fiddling around in cramped quarters trying to engage tubing and vent.



NEW LOWER PRICES COMPLETELY LISTED FOR DEALERS AND DISTRIBUTORS

Our top quality line, together with completely new close-couple unit and new lower prices gives you more to sell for more profit. For your convenience we eliminate pricing guesswork. Only DRY-R-X provides separate, printed, easy-to-use price sheets for dealers and distributors. All prices are plainly spelled out so you know your profit picture at a glance. All DRY-R-X kits are individually packaged with instruction sheets. Freight allowed on orders for 120 hoods or more.

DRY-R-X VENT KITS FOR EVERY NEED

Flexible Kits include 3 or 4-inch DRY-R-X Exhaust Hood with Automatic Damper . . . 6 or 9-foot lengths of pearl-gray Flexible Duct 3 or 4 inches in diameter.

Rigid Kits include 3 or 4-inch DRY-R-X Exhaust Hood with Automatic Damper . . . 2 adjustable aluminum elbows, and 6 or 8 feet of Aluminum pipe in 2-foot lengths.

Write direct for information on displays, free literature and price sheets.



DRY-R-X CO.
6632 WEST SHORE DRIVE
MINNEAPOLIS 24, MINNESOTA

For the short term, however, we hope to maintain present levels."

Wait-and-See

A Hotpoint spokesman states: "There will be no general increase in Hotpoint prices. There will probably be some selected increases by product line."

On the other hand, a Whirlpool spokesman says: "It has been decided that, as a matter of policy, Whirlpool has no alternative but to pass on steel price increases as steel purchased under such in-

creases comes into use on our assembly lines."

What General Electric, Westinghouse, and other large producers do will doubtless influence the rest of the industry. Spokesmen for these companies say they are "studying" the situation, but they leave little doubt that some price increases are in the offing. These price boosts will probably come into effect as the appliance manufacturers retool their lines and use up the supplies of steel they now have on hand.

You're Out of Step . . .

. . . Motorola officials warn some distributors during the firm's annual convention; the solution, says the company, is to "Match Motorola's Momentum"

Some 900 Motorola distributors assembled in Chicago last month for their first look at the firm's new radio, hi-fi and TV lines.

What they got, however, was much more than a routine new line introduction. Sandwiched into the program was some blunt talk about the performance of the company's distributors. In a hard-hitting talk, executive vice-president Edward Taylor observed that "not all of you share the will to win." To the entire group Taylor threw down a challenge which became the theme of the convention. Match Motorola's Momentum.

As proof of the company's intentions, the distributors were shown a vastly expanded hi-fi line, a TV line with major emphasis on higher-priced merchandise, a new home and clock radio line, and an advertising campaign which virtually doubles 1956 promotion expenditures.

Taylor warned the distributors that "too many of you don't recognize your own strength and spend too much time worrying about what competition is doing." He warned them that "Motorola is in motion and it's up to you to come along." To explain why he was dissatisfied, Taylor offered a bill of particulars on distributor shortcomings in the past year. It includes (1) failure by some to "ride out" product problems Motorola experienced last fall; (2) failure to capitalize on the sports program the company is sponsoring; (3) the fact that some "marginal" manufacturers of auto radios have some distributors "buffaloed"; and (4) failure to continue an aggressive approach to the portable radio market.

Earlier, TV sales manager Allan Williams had added still another count; failure to push color. There are 33 Motorola distributors, Williams noted, who have "not even tried" to sell color.

Distributors reserved the lion's share of their applause for the firm's vastly expanded phonograph and hi-fi lines. These range from a \$35 four-speed phono with two speakers to a \$750 two-piece hi-fi set. Bringing the heaviest applause from distributors were fiber glass cases on a line of portable phonos and a "drop-in" AM-FM tuner. Promotion of the firm's entire hi-fi line will place heavy emphasis on a favorable rating recently given a Motorola set by a consumer rating service.

The firm's 30-piece TV line is topped with a series of "golden satellite" models on which, according to Motorola officials, "no expense has been spared." Featured on these sets is a transistorized wireless remote unit which will operate up to 40 feet from the set. Other engineering advances include a "tube sentry" feature which eliminates the soaring surge of power to the filaments of the tubes. Use of controlled heater tubes with the "tube sentry" guarantees tube life four times as great as in previous models, officials said.

The three-part ad program includes a "brand-identification" campaign in alternate issues of the *Saturday Evening Post*, product ads in *Life*, and a September through December series of newspaper ads.

(For details of the entire radio, phono, TV lines see the New Products section of the September issue.)



RCA VICTOR FLIGHT-LINE!

262 sq. in.* **Hathaway Deluxe**; ebony-and-gold (21PD811). 156 sq. in.* **Socialite Deluxe**; garnet, ivory, ebony-and-ivory or blue-and-gray (17PD809). 108 sq. in.* **Nassau**; gray or ebony (14PT802).

**New sell-up sensation — "lean, clean" design
comes to portable TV in every wanted size!**

Here's the hottest package of streamlined selling power in portable TV history: new RCA Victor "Flight-Line" TV!

For the first time—a line with *all three* most popular portable TV sizes. Plus a Deluxe Series with new feature-packed models in two sizes. You can sell up in size and quality.

Demonstrate the new "Mirror-Sharp" picture—the improved Balanced Fidelity FM Sound. Show how new "Flight-Line" TV delivers console-like performance. Then clinch that sale with the "Fingertip Balance" handle and new "Lean, Clean" design that makes "Flight-Line" TV the smartest, easiest-to-carry portables of all!

Your RCA Victor Distributor can fill you in on all the "Flight-Line" facts and figures. Good idea to call him today!

LEAN, CLEAN AND MIRROR-SHARP

RCA VICTOR



Graduate—lowest priced RCA Victor 17"† portable; 156 sq. in. viewable area; gray or ebony finishes (17PT807).



Gladwin Deluxe—14"† tube; 108 sq. in. viewable area; garnet, ivory, ebony-and-gold or gold-and-ivory (14PD805).



New "Lean, Clean" styling gives "Flight-Line" portables a breezy, easygoing look. New aluminized 110° picture tube (except on 14"† models).



New Sun Visor helps keep picture "Mirror-Sharp" even in the bright sunlight. Sun Visor is an easy extra sale when you sell a 14"† or 17"† model.



Telescoping V-Type antenna is built-in (except on 14PT802). Gets sharp, clear pictures in most areas without need of an outdoor antenna.

At your service: low-cost RCA Victor Factory Service Contract for maintenance of portable TV, as low as \$14.95.

†Picture tube, overall diagonal length | 14 | 17 | 21
*Square inches of viewable picture area | 106 | 156 | 262



AN RCA VICTOR exhibit featured stereophonic sound. Sales Representative Bill Costello demonstrates.

THE summer markets in Chicago this year were so quiet that Frigidaire didn't even open its booth. Traditionally a time when the industry gets together to talk, appliance-radio-TV personalities did just that.

Although not much business was written, manufacturers had a wonderful time visiting each other's booths and comparing notes.

The big items at Chicago were high fidelity and the 110-degree tube—hi-fi because it continues to sell in a lethargic market; the 110-degree tube because it is new. Advocates of the new slim look in TV contend the new styling it makes possible in cabinets will bring television back into the living room. It failed, however, to bring life to the markets.

Hi-Fi and the 110-Degree Tube Make Big Ripples at Quiet Market



ADMIRAL'S TV SOUND with an auxiliary phonograph gets some attention from, left to right, David Goodheart and Bob Devereaux, of General Electric; Gil Larsen and Bob Fichter of Westinghouse. Demonstrating is Jerry Weiss.



EASY LAUNDRY'S Parker Erickson, back to camera, kids with volatile Chicago dealer Sol Polk as a group of amused onlookers take in a spirited Easy sales pitch at the Easy exhibit space.

A SERIOUS DISCUSSION takes place at the Norge space. Left to right are Andy Tobin of Norge, Bob Armstrong, of Electrical Merchandising; Jack Curley, Dick Averill and Jack Wolfe (back to camera), all of Norge.



GETTING A PICTURE of things at the Westinghouse space are E. L. Clark and C. J. Walker of Radio Corp. of America, who check out automatic tuning as E. B. Cain also of RCA, quizzes Paul Langdon of Westinghouse, facing camera.





THE LADIES compare notes. At left is Miss Slender Profile (Hotpoint). One of Sylvania's Slimline girls has her back to the camera.



A LIGHT TOUCH is provided by Easy Laundry Appliances. A "Chinese" picket boycotts automatic laundry units.



A GROUP at the Tappan exhibit includes, left to right, Don Nelesen, Mullen Appliances, Sheboygan, Wisc.; A. B. Ritzenthaler, vice president for sales, Tappan Stove Co.; and Bob Sawbridge, also of Tappan.



TOURING the Philco line-up of television sets are C. J. White, left, and Joe Rushton of Frigidaire.



← **MOTOROLA'S** J. B. "Kip" Anger talks to old friend Gene Abrams, Hotpoint representative from Cleveland. The scene is the Hotpoint exhibit.



The U. S. PAVILION at Poznan, Poland's, 1957 International Trade Fair was ultra-modern in design, contained exhibits of items within reach of the average American consumer.

The U. S. Steals the Show...



POLISH CONSUMERS came by the thousands, favoring the U. S. Pavilion above all others, to look at the things Americans take for granted, but that are still beyond the reach of John Q. Pole.

...At the Poznan Trade Fair



A SAMPLE of living better electrically drew a multitude of emotions as crowds viewed a variety of major appliances and housewares such as this Waring blender, most of them available in the average American home.

A Point for Discounters . . .

. . . is won, as Supreme Court refuses to halt below-Fair Trade advertising in New York by out-of-state mail order operation; G-E weighs next counter-move

The U. S. Supreme Court last month denied a General Electric Co. petition to stay discount house advertising in New York State of G-E products at below-Fair Trade prices. Specifically, the advertising has been placed by Masters Mail Order Co. of Washington, a subsidiary of a New York discount department store chain.

Masters has been offering G-E merchandise at below-Fair Trade prices by mail order from Washington, D. C., an area that is not bound by Fair Trade laws. G-E has been contesting this in the courts where the round of legal encounters has brought the situation to the Supreme Court. Masters won a decision from the Court of Appeals and G-E countered by requesting a stay of the advertising by the Supreme Court until the case can be considered by that tribunal. This stay is what has been denied, although the way is still open for further legal action

on the part of G-E.

G-E spokesmen have not disclosed the company's future plans in the matter at this writing, but they have made strong statements in regard to their belief in and defense of Fair Trade. They are studying the situation.

Meanwhile, the Supreme Court statement leaves the way open for Masters to continue its sales and advertising, at least until a High Court ruling declares otherwise. There is, too, the possibility that other discount operations and department stores can set up similar mail order arrangements.

Masters, on the other hand, has had some difficulty placing ads for below-Fair Trade priced merchandise in the New York City newspapers. Several papers refused the advertising and Masters found it necessary to turn to television for a time. Whether the Supreme Court ruling will alter the newspapers' attitude is not clear at this writing.

SCHEDULED MEETINGS

RADIO-TV-ELECTRONIC SERVICE INDUSTRY CONVENTION

Sheraton Hotel
Chicago, Ill.
August 16-18

WESTERN ELECTRONIC SHOW & CONVENTION

Cow Palace
San Francisco, Calif.
August 20-23

HIGH FIDELITY SHOW

Morrison Hotel
Chicago, Ill.
September 17-21

PORCELAIN ENAMEL INSTITUTE

26th Annual Meeting
Greenbrier Hotel
White Sulphur Springs, W. Va.
October 3-5

INTERNATIONAL ASSN. OF ELECTRICAL LEAGUES

Sinton Hotel
Cincinnati, Ohio
October 5-8

CANADIAN ELECTRICAL MFRS. ASSN.

13th Annual Meeting
Sheraton-Brock Hotel
Niagara Falls, Ont.
October 9-11

INSTITUTE OF RADIO ENGINEERS

Automotive Bldg., Exhibition Park
Toronto, Ont.
October 16-18

NATIONAL ASSN. OF ELECTRICAL DISTRIBUTORS

Board of Governors
Highland Park, Ill.
October 26-31

REIMA

Radio Fall Meeting
King Edward Hotel
Toronto, Ont.
November 11-13

NEMA

Traymore Hotel
Atlantic City, N. J.
November 11-15

Manufacturer Briefs

• **Whirlpool Corp.** has arranged for shipment of mixed carloads and truckloads of RCA Whirlpool appliances directly to those dealers who order in such quantities.

• **Ampex Corp.** has acquired a 25 percent interest in ORRadio Industries, Inc., and team effort will be directed toward the engineering and research activities of the companies.

• **The Maytag Co.** has recalled 235 employees who were furloughed in April. The workers returned to work in late May and June. The recall is attributed to a step-up in demand.

Fedders' First

Fedders-Quigan Corp. has followed through in the 115-volt tradition. Last year's 3-ton 115-volt air conditioner has been augmented by a brand new industry first—a one-horsepower 115-volt unit.

What's more, Fedders dares the air conditioning industry to prove that any other window unit, regardless of size or brand, can deliver more Btus per watt. The company says its new unit has been rated at 9000 Btus under ARI standard 110-56.

Fedders' president Salvatore Giordano at a recent New York City press showing said that the new product will deliver 35 percent more cooling than other 3-h. p., 74-ampere units. He said that a one-h. p., 12-ampere, 115-volt air conditioner would require 60 percent more electricity than the new unit.

The new unit has a Power Factor of 99.3 percent, which Giordano believes to be the highest in the industry.

Fedders says the new unit can be "just plugged-in" anywhere the National Electrical Code applies.

For Fair Trade

Magnecord, a division of Midwestern Instruments, Inc., has announced a fair trade dealer franchise program "not only to help our distributors sell, but to protect their profit margin on the sale."

"Although the Magnecord name has always been kept clean despite this era of promiscuous discounting," according to general sales manager Hugh J. Daly, "it is becoming increasingly difficult for the

manufacturer to assure its distributors that its products will continue to be kept clean.

"It is our solid and reverseless opinion that by assuring distributors of our desire and intent to maintain good, strong sales policies which afford a fair profit through this new fair-trade dealer franchise, we will be able to enlist with Magnecord the very best outlets available and to hold them," Daly concluded.

Service Schools

Frigidaire division of General Motors Corp. reports progress in its plan to open permanent appliance and air conditioning dealer service schools within GM's network of training centers across the country.

The Frigidaire timetable calls for complete dealer training facilities to be installed in each of GM's 30 regional centers within a year. They are already operating in one out of every three.

Division general manager Herman F. Lehman describes the company's new training program as "another industry 'first' designed to maintain Frigidaire leadership in the field of customer service."

Hi-Fi Merger

Rek-O-Kut, Inc., manufacturers of high-fidelity components, has purchased the Audak Co. According to George Silber, president of Rek-O-Kut, production of all Audax units will be transferred to the new Rek-O-Kut plant, which is expected to open in late July.

The trademark, Audax, will be continued and a new corporation known as Audax, Inc., will be formed as a division of Rek-O-Kut. Silber will be president of the Audax division and Maximilian Weil, founder of the Audak Co., will continue as consultant and creative engineer.

Spring and Fall

An April-October market pattern may be in the offing. The board of governors of the American Furniture Mart is conducting a survey of its manufacturer tenants and its buyers to determine the advisability of making changes in the current January-June set-up.

The survey is the result of a resolution made by Delmar L. Krochler, president of the Krochler Manufacturing Co., Naperville, Ill. Results are to be reported to the board of governors in January.

First to Sign



MORT FARR, Upper Darby, Pa., appliance dealer, is the first servicing dealer in America to sign dealer-service agency agreement with Philco Corp. Watching him sign are, left to right: Henry T. Paiste Jr., Philco's vice president in charge of service; Frank Whitten, Philco's service manager; and Ben Vanella, Farr's general service manager. Farr will now provide free Philco radio and phonograph service during the 90-day warranty period and will be reimbursed by Philco.

Krochler explained that the objective of his committee is to shift the major markets to April and October because of what he said was a rapidly developing trend among retailers to seek new merchandise in the spring and fall.

At present, in addition to the Chicago January and June markets, the National Furniture Design shows are held in April and October of each year in the Virginia-Carolina area. Buyers have registered a preference for Chicago.

More Credit

Whirlpool Corp. has formed Appliance Buyers Credit Corp. as a wholly owned finance subsidiary. Initial authorized capital is \$10 million.

Local offices of the finance company will be opened in a limited number of locations in the near future. Robert Finch, formerly of International Telephone and Telegraph Corp. and now of Kellogg Credit Corp., is president.

Best of Luck



MAYTAG-DETROIT, newly-formed sales subsidiary of The Maytag Co., gets a good luck send-off from Bob Grinnell, center, general manager of Greenley's Flint, Mich. He is felicitating John McDermott, right, president of Maytag-Detroit. At left is Maytag president Fred Maytag II.

CASH IN WITH COMO



LOWEST PRICED FABULOUS 45 "VICTROLA" with "Golden Throat" tone. World's simplest automatic changer—quick, quiet, dependable. Just stack up to fourteen "45" EP's on the big spindle for almost 2 hours of music. In charcoal-and-coral, black-and-gray or white-and-flame red. Model 7EY1, \$32.95.

Now you can offer 40 Perry Como hits for \$5 with every RCA Victor Fabulous 45 "Victrola"® you sell.

It's only natural—people come clamoring when they're offered real value. That's what this new Perry Como promotion is—a real dollars-and-cents bargain. Every time you sell a new RCA Victor Fabulous 45 "Victrola," your customer is entitled to a special Perry Como album of ten "45" EP records for just \$5. That's a fraction of the original worth (\$14.90). There are songs like "Hot Diggity," "Temptation" and others. Also, the album includes a fascinating booklet about Perry and his songs.

Even the "Victrolas" help you sell. The RCA Victor Fabulous "45"

is so loaded with features it's a great buy in itself. It offers more music for less money—world's most popular, most trouble-free automatic record system—Hi-Fi or "Golden Throat" tone—almost 2 hours of music with one full load of "45" EP records.

Coast-to-coast advertising! Watch for ads in Seventeen, Reader's Digest, Life and Scholastic Magazines. Radio and TV commercials on Monitor, Perry Como, and George Gobel Shows.

Cash in! Contact your RCA Victor distributor now!



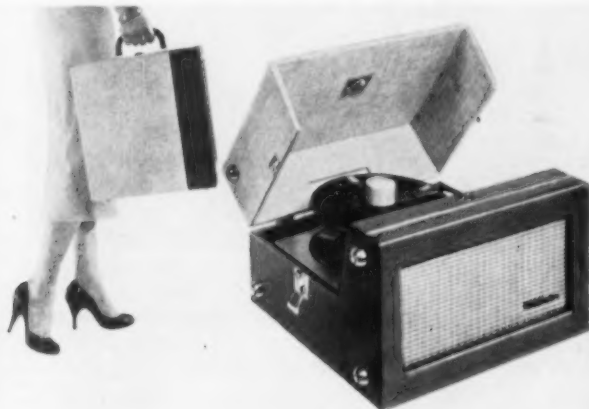
Manufacturer's nationally advertised list prices shown, subject to change. Slightly higher for West and South. Always suggest RCA Victor New Orthophonic High Fidelity recordings. ® RCA trademark for record players.



DE LUXE AUTOMATIC 45 "VICTROLA." "Golden Throat" tone. Extra-powerful. In 2-tone green or 2-tone gray. Model 7EY2, \$36.95.



LOW-PRICED PORTABLE automatic 45 "Victrola." Plays on AC current. Luggage styling in rust-and-pebble white. Model 8EY31, \$39.95.



DELUXE PORTABLE automatic 45 "Victrola." Luggage-style case in brown-and-tan or 2-tone green simulated leather. Model 6EY3, \$42.95.



DELUXE TABLE MODEL automatic 45 "Victrola." Extra-powerful. Smartly styled in black-and-gray or maroon-and-buff. Model 8EY4, \$49.95.



MULTI-SPEAKER HIGH FIDELITY 45 "VICTROLA." In 3 wood finishes. Mark VIII—Model 7HF45. Mahogany, \$79.95, other finishes slightly higher.



PORTABLE HIGH FIDELITY 45 "VICTROLA." Multi-speakers. Luggage-type case in brown simulated leather. Mark XII—Model 8HF45P, \$69.95.

SHOW-STOPPER at the Housewares Show was G-E's steam iron which offers the housewife a spray feature to dampen linens as she irons. Home economics director Virginia Garvey demonstrates for, left to right, Paul Conrad and M. M. Wheeler of G-E and L. F. Schwartz of B. F. Goodrich Tire Co., Akron, Ohio.



HOUSEWARES SHOW:

Water-Pistol Irons, Longer Lines, Brisk Buying

PLENTY of buyers were on hand last month for the 27th National Housewares Exhibit of the National Housewares Manufacturers Assn. at Atlantic City. They found plenty to buy.

Many manufacturers had longer lines (General Electric and Dormeyer, for instance, offered new floor polishers; Hamilton Beach went into electric blankets; Toastmaster came up with a coffeemaker) and a couple of new

products stole the show. Big attention-getter was G-E's new steam iron which also sprinkles clothes as the housewife irons. Lots of buyers took a look-see at new electric can openers by Swing-Away, Cory, Rival, Burgess.

Saucepans and griddles went electric and a number of manufacturers came out with a probe attachment to control temperature. Most of these probes, with the notable exception of G-E's, retail for around \$6.95 and

are counted as a separate attachment. G-E's is included in the sale price of the basic unit. The probes are not interchangeable among the items of different manufacturers.

Electric blankets displayed a new "Hollywood" look. These are extra wide with a zipper down the middle. Voila! Twin beds!

Several more heater manufacturers also appeared on the scene. It's going to be a comfortable winter.

JOHN OSTER JR., of John Oster Manufacturing Co., has a quiet talk with Robert F. Draper, sales director of National Presto Industries, Inc.



A TABLE FAN interests Joe Duggan, D & H Distributing Co., Inc., Harrisburg, Pa., left, and P. G. Glenkey, Signal Electric sales manager.



MARVIN ALLESEE, formerly with Dormeyer, talks with old friend J. P. McIlhenny, vice president in charge of sales for Waring Products.



JOHNSON'S



A PENSIVE Cris Witting, right, vice president and general manager of Westinghouse Corp.'s consumer products division, ponders as W. L. Corneillier, Schusters, Milwaukee, left, and ad executive Carl Johnson talk.



SILEX SALES PITCH comes from Adam Hepp, the company's general sales manager, center. Listening are John McQuade of George H. Wahn Co., Boston, left, and R. C. Shinnick, also of Silex.



HOLDING TOP-LEVEL DISCUSSION are, left to right, J. Gil Baird, sales promotion manager, Westinghouse electric appliance division; S. G. Fisher, general sales manager of Landers, Frary & Clark; and Landers' president B. C. Neese.



DORMEYER vice president James J. McLaughlin, right, holds the attention of, left to right, I. A. Farbman and Arthur A. Ettkin of I. Lehrhoff, Newark, and James E. Gallagher, Dormeyer's New York district sales manager.



PROCTOR LINE-UP includes W. Y. E. Rambo, ad manager; C. Birkhold, the company's southern sales manager; and J. Tiers, eastern sales manager for Proctor. They are taking advantage of a brief break in business.



FLORIDA DISTRIBUTORS Richard A. Vehon, left (R. A. Vehon Associates, Coral Gables), and Robert M. Hifner (Graybar, Tampa), center, talk with Marlin Manufacturing Co. president Emanuel Sado.

MORE ▶

HOUSEWARES SHOW (CONT.)



ROBERT J. GUERRIERO of Abraham & Straus, Brooklyn, talks business with R. L. Bailey, sales manager of KitchenAid division, Hobart Manufacturing Co.



FRIENDLY COMPETITORS talk it over as Hoover's advertising manager W. C. Jones, center, and V. P. Buell, right, visit with R. E. Dobson, left, of S. C. Johnson & Sons, Inc.



D. J. WOODMAN and S. I. Russell Jr. of Northern Electric talk with J. R. West of Graybar in New York.



CORY COFFEEMAKER excites sales manager Harry Roehm who shows it to Meyer N. Rubin and Jack Dewhurst, J. L. Brandeis Sons, Omaha.



L. K. BUTLER, left, tells the Westclox story to Victor W. Cohen, center, of May Department Stores, New York City, and Vince Zupan, Famous Barr, St. Louis.



SON-CHIEF ELECTRICS' M. F. Tanner, left, answers the questions of Leon Markman, Korvette, Inc., New York City.

\$Half-Billion Project

Hotpoint announces a new 770-acre plant and 6000 homes to go up in Chicago suburb in cooperation with a construction company

Hotpoint Co. has announced a multimillion dollar residential and industrial development in the suburbs of Chicago. The development was announced jointly by Hotpoint Co. and by Centex Construction Co., one of the nation's largest home builders.

According to Hotpoint president John C. Sharp and Centex president Tom Lively, a total of 3000 acres in Elk Grove in Chicago's far northwest side is involved. Lively said the ultimate value of the new project, including all residential and industrial properties, is expected to exceed one half billion dollars.

Approximately 6000 homes in the \$17,950 to \$40,000 price range will occupy one half of the new tract. Another 770 acres owned by Hotpoint will be devoted to appliance manufacturing operations. The balance of 720 acres owned by Centex will become an industrial park with employment for over 10,000 persons.

In making the Hotpoint announcement, Sharp said the company plans to start construction immediately of a refrigerator compressor plant on the new site. This plant will supplement present facilities now operated by Hotpoint in Chicago, Cicero, Milwaukee, and Chicago Heights.

Sharp said that other buildings are in the planning stages and will be added over the next ten years to meet the growing market demand for the company's electric appliances.

Sharp said that the company's 770-acre tract is the largest acreage ever purchased by one manufacturer in the greater Chicago area.

He said that this investment in new real estate and buildings confirms in no uncertain terms the company's confidence in the nation's expanding economy and the future growth of the electric appliance industry.

Hi-Fi Movement

General Electric Co. has reorganized its high-fidelity sound components operations to attain "increased concentration on technical development and sales efforts."

The engineering, manufacturing, and marketing of hi-fi products is being transferred from the company's TV receiver department in Syracuse to its specialty electronic components department in Auburn, N. Y. The change will place specialized hi-fi products in a department devoted exclusively to the development and sale of other electronic components.

Dryer Full of Hats



A NOVEL USE is found for a Norge automatic clothes dryer. Here Ann Glenn, left, Norge home service representative, and Pittsburgh milliner Rose Maugeri, right, fill a dryer with newly-made hats. Miss Maugeri says she saves 2500 hours every year this way. The machine cuts drying time to one-eighth of what it was.

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When you deliver the new television set, it's a real thrill for any family. Show them you agree by delivering it carefully and installing it expertly—and they'll be your customers for life. One sure way to make the right impression is to make your deliveries in Webb Wrapabouts. They protect everything—the appliance, the customer's woodwork, and your reputation as a service-minded merchant. Webb Wrapabouts are made of water-repellent canvas, thickly padded, and flannel lined—and they last for years.



WRAPABOUTS
For Radio, Hi-Fi, TV
and Air Conditioners

For major appliances use Slingabouts

NEW! This Will Be America's

It sprinkles



SPRAYS JUST THE
RIGHT AMOUNT OF
PLEASANTLY WARM
WATER FOR **PROPER**
SPRINKLING!

EXACTLY
THE **PROPER** HEAT
FOR EACH FABRIC!

JUST THE RIGHT
AMOUNT OF STEAM
...NOT TOO MUCH
...NOT TOO LITTLE!

"Most-Wanted" Iron!

as you iron!

Here's a dramatic, *new idea* in irons. The most important advance in irons since steam was added.

It's the new General Electric *Spray, Steam & Dry* Iron. The first iron that lets the housewife *sprinkle as she irons*.

The General Electric *Spray, Steam & Dry* Iron eliminates sprinkling and pre-dampening of all fabrics—including heavy cottons, linens and starched fabrics that no other steam iron can properly moisten. You need to pre-dampen only your very largest pieces—such as table cloths.

Actually *three irons in one*, it changes instantly

from one to another. Turns out lovelier, satin-smooth ironing . . . in far less time.

Housewives are going to love this iron. It's sure to be the "most-wanted" iron in America. We're throwing the combined advertising weight of many of America's greatest media behind it.

Big double- and single-page ads in *Life*, *Ladies' Home Journal*, *Good Housekeeping*, and TV commercials on "Cheyenne" over ABC-TV.

Get set to cash in on the demand. Start stocking them now! General Electric Company, Portable Appliance Department, Bridgeport 2, Connecticut.

Progress Is Our Most Important Product

GENERAL  ELECTRIC



Sprinkles as you iron. Saves pre-dampening heavy cottons, linens and starched fabrics. Erases the most stubborn wrinkles, even pressed-in creases!



Just press the button. Sprays exactly the right amount of *pleasantly warm water* on fabric for perfect ironing. Not too much . . . not too little.



Use it as a steam iron. Even-flow steam penetrates deeper. Whips out crisp, satin-smooth ironing. Changes instantly from "steam" to "dry."



Dial the temperature. Visualizer Fabric Dial selects the perfect ironing temperature for every fabric from synthetics to linens.



Handy Cord-Lift keeps cord off fabric—allows you to iron with right or left hand. The light weight of this iron saves time and work.



So light . . . so easy to use. Weighs little more than your purse—only 3¼ pounds. 30-square-inch soleplate covers more fabric in less strokes.

NEW



SPRAY, STEAM & DRY

IRON

\$19⁹⁵*

*Manufacturer's recommended retail at Fair Trade price

Gotham's Model Kitchen



WHAT NEW YORK CITY housewives want in an all-electric kitchen is displayed by the Consolidated Edison Co. in its Yorkville district office. Officials of Con Edison and General Electric Co., whose equipment is featured in this installation, are shown inspecting the kitchen. In the foreground is Con Edison vice president Otto W. Manz Jr., left, with assistant vice president C. Wesley Meytrott, right. The kitchen includes the things the ladies asked for in a recent survey.

Gibson Gains

Gibson Refrigerator Co. reports that sales "are holding up well despite unsettling conditions in the industry." According to C. J. Gibson Jr., who heads this division of Hupp Corp., "our refrigerator sales in the first four months of 1957 were a great improvement over the trends in the industry for the same period.

"While Gibson has been able to remain competitive pricewise in the market place," he continued, "our greatest strength lies in our ability

to offer products with 'buy appeal' features that allow dealers to move goods without sacrificing their rightful profit margins."

Gibson admitted that "electric range sales are off, but much less than the industry average." On the other hand, he pointed out that "April shipments of freezers were the best we've experienced in 21 months and we've been forced to move June production forward because April production was over-sold."

Gibson also noted that room air conditioners are ahead of last year.

Cool, Clean Promotion



TWO HUNDRED Norge refrigerators will be given away in a merchandising contest held jointly with A. E. Staley Manufacturing Co., makers of Sta-Flo liquid laundry starch and Sta-Puf laundry rinse. Shown discussing merchandising ideas are, left to right, A. E. Staley III, Staley's advertising manager; Henry Valle, assistant manager of the grocery products department of Staley's, and Robert J. Runge, Norge's director of advertising, publicity, and sales promotion. More than \$250,000 in advertising will support the jingle contest which runs through August 10.

Room Unit Doldrums . . .

. . . are the result of a generally cool summer.

Industry spokesmen see sales about equal to those of last year—barring a hot spell, that is

Cool summers and air conditioning sales don't mix. This has been proven before, and 1957 to date of this writing is no exception.

In order to judge what annual volume will be, a dealer can figure that he should have sold approximately four out of five of his year's units by August 1. This is confirmed by studying the accompanying table which shows the percentage of each year's units sold per month over the last four years. By the end of July in each of these years, between 76.5 percent and 85.9 percent of the year's units had been sold.

This year's relatively cool summer, spotted by only a few isolated hot spells (like a four-day scorcher that seared the New York area in mid-June), has not been conducive to room unit sales. Most air conditioning industry experts concede that the industry's 1.75-million goal for 1957 will not be achieved.

According to George Jones of the Air Conditioning & Refrigeration Institute, in fact, the industry's sales should hit between 1.5 and 1.6 million units this year—barring the possibility of real hot weather in late July and through August, of course.

Jones points out that it takes consistent above-80 degree temperatures to spark a run on room units—and the earlier this type of weather comes, the better. After the end of June, the effectiveness of such weather is counter-acted by the fact that many consumers figure summer to be half over.

Growing public acceptance of air conditioning is a factor to be considered, of course, but it is not enough to spur really brisk sales without accompanying hot weather.

Prices have not held well in 1957 as a result of the slowness of the market and the large inventories held over from last year. On the other hand, the possibility of large-scale dumps seems to be unlikely. For one thing, manufacturers are being more cautious about production; distributors and dealers are wary about buying. For another thing, margins are already so low as to make dumps impractical. Since no bankruptcies or dissolutions appear in the wind on the manufacturing level, it is unlikely

% of Year's Sales by Month

| | 1953 | 1954 | 1955 | 1956 |
|---------------|-------|-------|-------|-------|
| Jan. | 1.31 | 3.32 | 2.37 | 3.53 |
| Feb. | 2.98 | 5.94 | 3.47 | 5.11 |
| Mar. | 6.78 | 7.15 | 6.18 | 7.27 |
| Apr. | 10.61 | 9.46 | 8.48 | 8.87 |
| May | 20.94 | 10.61 | 12.77 | 17.59 |
| Jun. | 26.77 | 22.36 | 14.99 | 27.16 |
| Jul. | 16.55 | 23.86 | 28.24 | 14.46 |
| 7-Month Total | 85.94 | 82.70 | 76.50 | 83.99 |
| Aug. | 6.88 | 9.69 | 14.47 | 8.35 |
| Sept.-Dec. | 7.18 | 7.61 | 9.03 | 7.66 |

that there will be substantial dumps on the part of the manufacturers. If trouble brews on the dealer level, it should not be too widespread because dealer buying has been slow and a large part of last year's inventory was exhausted by early spring. In many cases, too, dealers have the option of returning unsold units to the manufacturer.

Some manufacturers report increasing sales with percentages well over last year, but distributor and dealer-level reports would indicate that, if this is true, it is a result of attaining an increased share of the market rather than of industry-wide gains.

It is plain from the accompanying chart that August has, on occasion, accounted for nearly 15 percent of the year's sales (1955), so a good hot spell could still put the air conditioning industry well on its way toward its 1957 goal. But, without the right kind of weather, it looks as though John Q. Consumer is going to continue to sit on his pocketbook.

West Coast Mart

Los Angeles will soon have its own Furniture Mart, a project that promises to make of southern California a marketing center of greater stature.

The \$7-million Mart is nearing the half-way point to completion. It is located at Broadway, Washington, and Hill Streets in downtown Los Angeles.

Started late last summer, the 900,000-square-foot building is expected to be completed prior to the first day of the New Year. It will be under the same management as the present Mart.

Marketing Briefs

• **The Chicago American's** new *Sales Control Manual* presents 226 pages of vital statistics on the Chicago market. The book covers 54,000 Chicago blocks, classifies 36,000 retail accounts, maps 73 sales divisions in 382 shopping areas, treats 121 suburban communities.

• **Sales of The Hoover Co.'s** special products division showed an increase of 60 percent in volume for the first five months of 1957 over the same period last year.

• **Production and sales** of radio receivers in April declined from the level of March but were reported to be considerably over April, 1956, according to RETMA. Radio set output in April totaled 1,115,813, including 380,452 automobile receivers, compared with 1,609,073 radios made in March, which included 597,532 auto sets. April, 1956, production totaled 992,982, including 299,253 auto sets.

• **Television production** and sales for April declined from March and from April, 1956, but cumulative sales exceeded production by nearly 200,000 sets during the first four months of this year, according to RETMA. TV output in April totaled 361,246 compared with 559,842 made in March and 549,632 produced in April, 1956.

Suburban Sales

Retail sales are growing more than twice as fast in the suburbs of metropolitan markets as they are within the central cities, according to Donald E. West, director of marketing research for Redbook.

West recently detailed the rapid growth of sales in suburban communities in making available a new study of retail sales in 32 major metropolitan markets each of which had total retail sales of at least \$500 million during 1954.

The Redbook study is based on the latest Central Business District statistics now being issued by the U. S. Bureau of the Census. It compares sales for the year 1948 with 1954. Suburban sales were computed by subtracting central city data from metropolitan data.

In 24 of the 28 markets where all of the comparative information was available, retail sales in the suburbs showed a faster growth than in the central city areas. The average growth of sales in the cities was 22 percent, in the suburbs 55 percent.

TV Week Set

"Be a New TV Family" is the slogan for the forthcoming Television Fall Festival campaign. The autumn-long promotion will be kicked off September 8-14 by National Television Week.

Cooperating in the promotion are the National Appliance & Radio-TV Dealers Assn. (NARDA); Radio-Electronics-Television Mfrs. Assn. (RETMA); National Electronic Distributors Assn. (NEDA); National Retail Furniture Assn. (NRFA); National Assn. of Music Merchants (NAMM); and National Assn. of Electrical Distributors (NAED). Further cooperation is being given by electric utilities, their leagues and associations.

Chairman of the steering committee for both the Festival and Week is A. W. Bernsohn, executive vice president of NARDA.

"A wide variety of public relations and sales promotion materials will be provided to National Television Week chairmen in participating cities, which are expected to number about 150 population centers in all 48 states," Bernsohn said. "National public relations efforts for the week and the Festival will work to support local programs."

Other members of the steering committee include J. D. Secrest, executive vice president of RETMA; Julius Haber, chairman, RETMA public relations and advertising committee; Winston Ryan, convention and exhibit manager for NAMM; Herbert V. Hedeon, executive officer of NEDA; and Mrs. Michelle Rodgers, executive secretary of NARDA. Alex Greenberg, Roscoe Rau, and Virginia Pegram represent NRFA and the home furnishings industry.

90 Percent Comply

The Air-Conditioning & Refrigeration Institute announces that 25 manufacturers of room air conditioners have published the capacity ratings of all their 1957 models in terms of Btu's per hour. This represents approximately 90 percent of U. S. production.

ARI is now authorized to publish and make available the ratings of all 25 companies to the trade press, the industry, and other inquiries. Most of the cooperating manufacturers have published the ratings in their specifications sheets and other consumer literature.

The latest to participate in the program are Fedders-Quigan Corp. and Olympic Radio & Television. ARI says this is the final list to be issued this year of participating companies.



NEWLY-ELECTED officers of NEMA's major appliance division are C. K. Rieger, left, new division chairman, and John A. Hurley, right, new vice chairman. Rieger is vice president and general manager of General Electric's appliance and television receiver division. Hurley is vice president in charge of RCA-Whirlpool sales.



HOUSEHOLD SINK units section officers are F. A. Lowery, left, chairman, and H. T. Hulett, right, vice chairman. Lowery is manager of Westinghouse's water heater and kitchen utilities department, while Hulett is general manager of G-E's Dishwasher and Disposall department. They are shown at recent Hot Springs meet.

Faces In The News . . .



HAVING DINNER are E. P. Van Sciver, center, with hands folded, new chairman of NEMA's electric range section; J. W. Craig, at Van Sciver's right, vice president and general manager of Westinghouse's electric appliance division; J. R. Poterat, at Van Sciver's left, general manager of G-E's range department; and A. J. Rosebraugh, manager of Philco's refrigerator and freezer department; J. J. Anderson, manager of Westinghouse's major appliance division; C. J. Prashaw, supervisor of power suppliers for Frigidaire. Van Sciver is product manager for electric ranges, disposers, and dishwashers, Philco Corp.

. . . At Hot Springs Meeting



INCOMING AND OUTGOING chairmen of the major appliance division are shown during a break in the proceedings. At left is retiring chairman R. J. Sargent with incoming C. K. Rieger, right. Sargent is general manager of marketing and distribution for Westinghouse Corp.'s consumer product division.



TWO OF THREE newly-elected officers of NEMA's household refrigerator and freezer section are, right, Frank Hausfeld of RCA-Whirlpool refrigerators and freezers; the new chairman of the General Engineering committee; and E. B. Barnes, left, general sales manager of Kelvinator.

STAND-OUT

OPPORTUNITY to profit with
ONE PRICED

INTERNATIONAL AIR CONDITIONER COVERS

made of Firestone Velon



32 STYLES TO FIT
EVERY LEADING
MAKE FROM 1/2 to
2 ton units 1951 to
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AT ONE LOW RE-
TAIL PRICE FOR
VOLUME AND
HANDSOME
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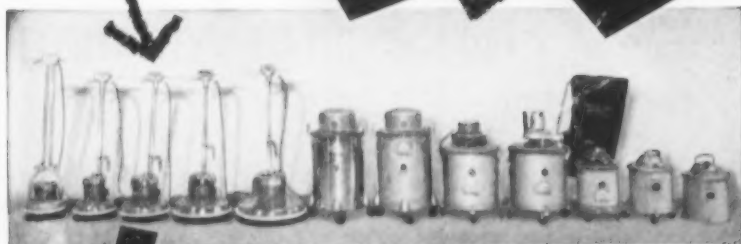
3,500,000 air conditioners already sold and we cover most of them... 1,500,000 predicted for this year! Here's your chance for cool, EXTRA profits. Sell the first and finest... sell INTERNATIONAL Covers For Air Conditioners, made of a heavier gauge, trouble-free Firestone Velon. Get the jump on the market, let us show you how with our generous cooperative advertising plan... get the facts today!

Distributor franchise available in some territories... write for details

INTERNATIONAL COVERS FOR AIR CONDITIONERS CORP.

532 Broadway, New York 12, New York

LOOKING FOR A LINE OF PRODUCTS THAT WILL SELL IN VOLUME WITH REAL PROFIT MARGINS?



PREMIER heavy-duty vacuums and floor machines are it!

With a complete stock of vacuums and floor machines in both portable and heavy-duty models—PREMIER satisfies all cleaning requirements with economical, simply-operated, adaptable equipment. Your customers are buying PREMIER machines—why don't you sell them?

PREMIER offers you an established name in the market, a high quality line of machines and tools, fast delivery, and advertising support—all of which means easy and profitable sales for you! So why not investigate the whole story? Fill in the coupon and mail today!

Gordon L. Bowman, General Sales Manager
The PREMIER COMPANY
Dept. 307 755 Woodlawn Ave., St. Paul 1, Minnesota
35 Gerrard St. West, Toronto 2, Canada

Please rush me free information on the complete line of PREMIER products and how PREMIER can produce profits for me!

Name _____
Address _____
City _____ State _____

ALL PREMIER machines are listed, U.L., and Can. Stand. Assn.



Safe Refrigerators

National Bureau of Standards completes tests, proposes two alternative escape devices in move to insure safety for children at play

National Bureau of Standards tests have narrowed down to two the official choices for escape safety devices on the inside of refrigerator doors: a knob that turns either way, or a latch-releasing bar running the length of the latch edge of the door.

If these are approved after more tests and consultation with manufacturers, they will become required equipment on all household refrigerators by the fall of 1958, by act of Congress.

Congress got disturbed enough last year to pass a law when it looked into accidental deaths of children who suffocated after getting themselves trapped in abandoned refrigerators. The law set up a procedure for the Secretary of Commerce and the National Bureau of Standards, in cooperation with appliance makers, to test various devices and come up with a practical, workable solution.

The Bureau just completed tests in mid-April on some 200 children, who were coaxed into a play-room the same dimensions as a refrigerator, and then locked in to observe their reactions and escape efforts. No escape latch proved 100 percent satisfactory, but the push-bar and knob were decided on after consultation with child psychology experts and manufacturers on the basis of the tests.

Review. The next step is for makers and Bureau officials to review the detailed technical requirements, and, if they agree, Secretary Weeks will issue them as proposed standards. Interested parties will then have 15 months to propose changes in and comply with the details, which will become law by November, 1958.

Here are the proposed details:

1) The knob must "resemble a conventional doorknob in size and shape, mounted near the latch side of the door extending into the cabinet at least 1/4-inch." There must be a 1/4-inch clearance between the inner periphery of the knob and the inner surface of the door. It must open the door from the inside "on the application of clockwise or counter-clockwise turning movement of not more than 5 in.-lb. Through an angle rotation of 45 degrees (plus or minus 15 degrees) in either direction."

2) The push-latch device must

open the door "on the application of a force, which, if directed perpendicularly to the plane of the door and applied anywhere along the latch edge of the inside of the closed door, shall not exceed 15 pounds."

Details are also set up for testing the devices, which must operate regardless of spillage of foods on them, and must operate with or without the power source of the refrigerator—gas, electricity, or other.

Anyone proposing a change in the requirements should contact the National Bureau of Standards, Washington 25, D. C.

Confidence Study

The public's lack of confidence in the appliance-radio-TV industry manifested itself recently in a report made by the Better Business Bureau of New York City, Inc.

The bureau, in listing last year's top ten categories of total requests for service (inquiries requesting background information as well as complaints about inferior or fraudulent business practices), recorded home appliances at the top of the list. There were nearly 12,000 requests for service in the home appliance category.

Third on the list was television sales and service. Requests for service in this category approached the 10,000 mark.

Fourth on the list was home improvements. Service requests here totaled nearly 6500.

(Second on the list was furniture, with a little under 10,000 service requests.)

Sales Helps

L. A. Darling Co., Bronson, Mich., manufacturers of functional display and merchandising equipment, has issued a new 40-page catalogue illustrating and describing a complete new line of Viz-U-Bilt all metal merchandisers.

The new line of gondola-type self-selection units is available in a wide variety of styles, sizes, and colors. Adjustable, perforated metal shelving, clip-in spacers, and accessories make them highly flexible.

Styling, But No Color

Du Mont's new TV line features quality cabinets, period styling, but there is no color in the line and only three 110-degree tubes on the low end

The sacrifice of quality for volume and existing color TV received slaps on the wrist from Allen B. Du Mont Laboratories, Inc., executives at a press showing in New York City recently.

Du Mont's president David T. Schultz launched into the matter of volume by declaring that the TV industry is a competitive morass of too many low-cost, poorly-styled, stripped-down receivers. He saw hope in the fact that many manufacturers are upgrading their merchandise this spring.

Dr. Allen B. Du Mont, the company's chairman of the board, leveled his sights at color. "Our policy for the coming season will be to concentrate on the sale of the finest black-and-white television receivers, both as to the quality of the chassis and the use of fine wood in the cabinets, together with authentic styling," Du Mont said. "We feel that at the present time the superior pictures that can be obtained on black-and-white re-

ceivers, together with the smaller and better proportioned cabinets, provide a much better buy as far as the public is concerned."

Du Mont pointed out that present black-and-white sets are only 17 inches deep, whereas color cabinets presently measure 28 inches. He maintained that the price differential is considerable.

Du Mont introduced its new line with a "wed to the wood" theme. Girls dressed in bridal gowns of different periods helped point up the period styling of the Du Mont sets.

Seventeen television receivers in 26 finishes, two combination TV-radio-hi-fi sets, and four high fidelity phonographs comprise the new line. New features include "Touch-o-matic" tuning, sensitive hi-fi sound through the use of multiple "matched tone" speakers, and other refinements.

The short-neck 90-degree picture tube is used in the majority of the receivers; with the 110-degree tube in three lower-priced models.

Overseas Developments

New products, increased production, and a new way of selling are among the changing conditions that bring foreign manufacturers up-to-date in appliances

Overseas appliance manufacturers seem to be keeping pace with their American counterparts and are sometimes edging ahead.

It is reported, for instance, that production has begun in Britain of a washing machine that uses sound vibrations to "shake" the dirt off clothing. This machine will be available to all overseas markets. Its maker is Gillot Electro Appliances, Ltd., Cotswold Works, in Chalford.

McGraw-Hill World News reports that General Electric Co., Ltd., in England has announced development of a "periphonic" loudspeaker system designed to reproduce high quality sound. The new system reduces single-speaker distortion, particularly bass frequencies.

In Germany, radio and television production has become big busi-

ness in a booming economy.

McGraw-Hill World News also reports that the volume of West German production of radio and television receiver sets exceeded 1 billion marks last year. About 2,460,000 radio receiver sets, 550,000 television sets, and about 460,000 combined radio-TV sets were produced last year.

In 1955, output amounted to 3 million radio and 350,000 TV sets.

Exports of radio sets in 1956 were estimated at about 1,560,000 against 1,290,000 in the previous year. The number of TV sets exported last year was estimated at about 60,000 compared with 27,000 in 1955.

Optimism. The West German Manufacturers' Assn. is optimistic about this year's business results, chiefly because about 750,000 TV sets are expected to be produced

Fan Displays Win Cool Cash



WINNER of the grand prize in the National Electrical Manufacturers Assn.'s fifth annual electric fan window display contest was Bressler's Hardware, Inc., St. Albans, N. Y. For this window, Bressler's won a \$1,000 U. S. Savings Bond. Fourteen additional awards, totaling \$2000, were also announced to winners in the electrical appliance and combined department store-utility categories.



TOP PRIZE among appliance retailers in the electric fan window display contest went to Greer Hardware Co., Salisbury, N. C., for this window. Prize was a \$500 bond.

for sale on the domestic market. Exports should increase to at least 70,000 sets.

Germany is also facing a change in sales methods. The German electrical and radio retail trade is considering the establishment of discount houses along the U. S. pattern.

Present practice in Germany, it seems, is for many individual purchasers to line up a wholesaler willing to sell directly to them at price discounts of 20 to 25 percent while retailers are bound to the higher prices set by manufacturers for trade-name products. Since nearly 25 percent of indi-

vidual purchasers do business this way, electrical retailers are hurting.

To remedy the situation, electrical retailers are now investigating the possibilities of jointly setting up discount houses in which they would actually undercut their own shop prices.

Larger Portables

Hotpoint Co. plans to concentrate on larger portables this year, according to Howard W. Hibshman, marketing manager of the television receiver department.

MORE▶

"Because 960 out of every 1000 portable television sets sold have 14-inch screen sizes with 96-square-inch viewable area and larger," Hibshman said, "Hotpoint will concentrate in 1958 on larger portables, namely 14- and 17-inch sets."

A recent TV department survey of television owners and dealers revealed three preferences in a portable TV set:

- 1) Sets with screens 14 inches or larger.
- 2) Sets that are more compact, more slender.
- 3) Sets that are lighter in weight.

Consequently, four new 14- and 17-inch diagonal measure portable television receivers with 108 to 154 square inches of viewable area have been introduced by Hotpoint for 1958.

All models have new 110-degree picture tubes that increase viewable picture area up to 12.5 percent, reduce over-all weight by as much as 25 percent, and permit cabinets almost four inches shorter than earlier models.

Six Rules

Six clear-cut principles were cited as guiding Westinghouse Electric Corp.'s \$35-million "investment in advertising" by Roger H. Bolin, the company's manager, general advertising, recently. Speaking before the Atlanta Advertising Institute, Bolin said that—

- 1) Advertising must be geared to the sales plan because "management isn't going to put money like that on the line without a pay-off in sales."
- 2) Before any ad copy is written, a decision must be made on "what is there about this product that will get the most customers to buy?"
- 3) It must be determined how to state the product's story and where to place it so as "to make the greatest impression . . . of our product's best selling point."
- 4) Advertising must be "used to manage our marketing problem . . . create such a strong preference for our product that distributors and dealers will feel they want to sell it."
- 5) Careful check on results of a program is essential. Bolin cited Nielsen and Gallup-Robinson surveys as examples of worth-while effectiveness checks.
- 6) A campaign must "be as spectacular as is economically feasible . . . designed to make as much customer impression as we possibly can at the lowest cost," Bolin emphasized.

PROMOTION

The Soft Sell



A NEW APPROACH to shopping is afforded by the Sol Polk exhibit at the Chicagoland Fair. Polk furnished some 200 vibrator chairs, which he placed half-way through the two-mile exhibition. They proved irresistible to the ladies.



POLK HIMSELF, left, found time to relax and visit with friends and customers. Relaxing in the next chair is prominent Chicagoan M. C. Meigs.

"Bombs" Boom Sales

A dealer's "air raid" has turned into an explosive promotion.

Will Wagner, an appliance dealer in Round Lake, Ill., "bombed" three towns recently. As a result, he sold 27 major appliances in 12 hours.

Wagner's bombs were 10,000 Norge Lucky Dispenser Wheel cutouts, which he threw from a low-flying plane. Townsfolk in Round Lake, Fox Lake, and Grayslake, Ill., alerted by newspaper ads and radio spots, picked up the wheels.

Within minutes, the dealer's store and his additional display area at a local supermarket were crowded as people came to check the numbers of their cutouts against the prize list. Prizes and merchandise certificates were

awarded to winners.

"We'll be making sales for weeks," said Wagner. "The promotion produced many times the traffic we had expected and the 14 Norge automatic washers, 5 dryers, 5 refrigerators, 2 ranges, and 1 water heater sold is only the start."

Cost of the promotion: \$30 for plane rental plus prizes.

Winning Entry

Robert C. Gunther, Galesburg, Ill., has been selected grand prize winner in *Better Homes & Gardens* magazine's year-long 1956 Home Improvement Contest. Gunther won \$3,100 for his entry, a kitchen remodeling project.

A total of 128 winners shared in \$25,000 in prizes offered by the

magazine. Some 87 manufacturers also offered merchandise prizes to many winners. In addition, the magazine conducted a \$1,000 competition for 19,733 local dealers throughout the country who set up their firms as "official contest headquarters."

The contest was conducted to encourage home modernization in four areas: exteriors, interiors, additions, and kitchen-utility areas.

Guaranteed for Life

Lifetime Warranty Institute, Inc., a new non-profit organization, has been founded.

The Institute will thoroughly test products offered to the public with the aim of certifying those that measure up to clearly-defined standards for a lifetime of use.

Merchandise that survives Institute tests will be eligible for a specific lifetime guarantee by either the manufacturer or an insurance underwriter.

In line with various Federal Trade Commission rulings on the subject of warranties, the nature and extent of the guarantee and the manner in which it is to be fulfilled will naturally be defined by the underwriter.

To facilitate the work of the Institute, a series of money grants will be issued to colleges and universities having laboratory facilities for testing mechanical and electrical appliances. Lifetime Warranty Seals will be granted on the basis of the results of such research projects.

Organization headquarters is at 14 East 62nd Street, New York 21, N. Y.

Radio Rack



RCA VICTOR dealers will show this display during the 1957 portable radio sales season. Designed to resemble a European kiosk, the display carries out the travel theme "Anywhere You Go, Take Along an RCA Victor Radio."

\$1.4 Million Push

Landers, Frary & Clark, manufacturers of the Universal line of appliances, is going into advertising in a big way this year.

The firm intends to expend approximately \$1.4 million before the end of the year on Universal electric appliance advertising. In addition to all-time high expenditures on behalf of Coffeemats, a line of Cookamatic controlled cooking appliances is going to receive a strong push. This includes electric frying pans, saucepans, and an automatic griddle.

The Cookamatic line features a precision temperature control unit, which can be plugged into any item in the line.

The advertising budget includes both consumer and trade insertions.

N. Y. Show Lags

The Second annual International Housewares Show at the New York Coliseum had rough sledding this year.

Both the number of exhibitors and the number of those attending slumped.

Reasons set forth were proximity to the July Fourth weekend (the show ran from June 30-July 3), and the short time between it and the much larger Atlantic City show.

One of the problems appeared to be unwillingness of out-of-town stores to pay buyers' expenses to the New York show perhaps because of the fact that this would include a three-day layover before the Atlantic City show.

Only about 165 firms showed at the Coliseum, a considerable reduction from last year.

Guide for Ads

Hotpoint Co. has made available for its distributors and dealers an 86-page, 16½-inch by 13-inch retail advertising book, planned and prepared by the refrigeration department. The book is designed to help dealers meet their own local marketing and merchandising conditions necessary to selling refrigerators, food freezers, and air conditioners.

Hotpoint says that supplements to the book will be added on a quarterly basis with special insertions coming periodically. Also planned is a special radio and television advertising supplement.

Because of the variety of sizes, product illustrations, logotypes, general art work, and feature illustrations, more than 5000 different refrigerator ads, 900 food freezer ads, etc., can be prepared.



A TRADEMARK OF YESTERYEAR is looking for a name. To mark its fiftieth anniversary, Bryant Manufacturing Co. is sponsoring a "Name the Bryant Pup" contest, featuring its advertising symbol of the 1920's. H. L. Clary, the company's vice president and sales manager, left, holds an armload of the pups as Zorita DeJarnette keeps tally. The contest's grand prize will be a golden Cadillac.



BETTY FURNESS greets a Peoria housewife and signs her cookbook in a traffic-building promotion at Block & Kuhl's in Peoria. Betty took part in a three-day B & K promotion built around major improvements in their service. She cut the tape inaugurating a new bank of Westinghouse elevators, then autographed cookbooks in the appliance department.



A G-E EXPERIMENT in getting goods to market resulted in this airport promotion at South Bend, Ind. A plane-load of 50 automatic washers and dryers from Appliance Park was unloaded at the airport by Walz Brothers at 2 P. M. on May 11. In three hours, despite rain, 20 units were sold in a tent on the airstrip.

New Literature

- The third annual **Electronics Industry Fact Book** published by the Radio-Electronics-Television Manufacturers Assn. contains a detailed statistical analysis of the radio, television, and electronics industry, TV picture and receiving tube statistics, and special chapters on military and industrial electronics, tubes and parts, and export. Copies are available to non-RETMA members for 50 cents each from RETMA headquarters 1721 DeSales St., N. W., Washington 6, D. C.

- **Kitchen Sketch Book**, a 16-page catalogue released by Kitchen Maid Corp. includes a group of new idea kitchens illustrated in full color and portraying the company's Triple-H line. Available to dealers at no charge, the catalogue is available to others for 25 cents a copy from Kitchen Maid Corp., Andrews, Ind.

- **Hotpoint Co.'s** dishwasher merchandising department has issued a new retail advertising book for dealers' use. The new 12-page book contains retail ad mat materials in various sizes for both mobile models and undercounter dishwashers.

- The 1957 edition of **I Want to Know About the Electric Industry** has been published by Edison Electric Institute. The new booklet shows that for the electric industry 1956 was a year of increased growth, new achievements and records. In both text and tabular form, the book presents data on the recent growth of capacity and production, the investments in new facilities which made this growth possible and expansion plans.

- **What Every Woman Should Know About Housepower** is a 16-page booklet teaching fundamentals in electricity. Single copies are 15 cents each and can be obtained from Channing L. Bete Co., Inc., Greenfield, Mass.

- The latest revised 1957 edition of **Appliance News Service**, a basic 96-page dealer manual containing photographs with full descriptions and the latest factory-confirmed prices of standard brand major appliances, radio, TV, and electric housewares is now ready for distribution to dealers on a yearly subscription basis. In addition to this basic volume, the \$49.95 yearly subscription includes **Weekly Price Change**, **Discontinued Model Bulletins**, and **Monthly Illustrated New Model Supplements**. Write to Appliance News Service, 89-47 163rd Street, Jamaica 32, N. Y.

THIS SYMBOL OF SAFETY

TO MILLIONS
OF AMERICANS...

UNDERWRITERS'
LABORATORIES
INC.

INSPECTED
CORD SET
NC 000

Sells ELECTRICAL
APPLIANCES

TO MILLIONS
OF CUSTOMERS!

Specify U/L Flag Labelled Cords

American consumers, today, are discriminating buyers. They have learned to look not just for price and quality, but for safety as well — particularly when purchasing electrical products. To them, the U/L label has become the absolute symbol of safety, and their confidence in it results in easier sales of your electrical products.

To be sure of immediate, positive recognition of this symbol, use the small blue or green paper U/L Flag Label* on your power supply cords and cord sets. It signifies that the cord and cord assembly have met with the high safety standards of Underwriters' Laboratories, Inc.—and just as important—that you cared enough to want only the finest and safest cord for your appliances.

Note: All power supply and cord set manufacturers have access to the label and can furnish Flag-Labelled Cords.

*Blue FLAG LABEL for cord sets.

*Green FLAG LABEL for power supply cords attached directly to a lamp or appliance.



**THE SAFE ELECTRICAL CORD
COMMITTEE**

Box 398 • Stratford, Conn.

A committee of Manufacturers of Flexible Cordage who are interested in promoting Electrical Safety.



JOHN CLARK, right, Hotpoint television advertising and merchandising manager, shows a double-page spread in a national magazine as an example of Hotpoint's national advertising support for dealers during an interview with master-of-ceremonies Mel Jass, left.

Early-Morning TV...

... helps Graybar Electric to sell Hotpoint's new Hi-Vi television line by going into dealers', consumers' homes in the upper Midwest

Bob Lloyd's problem as district appliance sales manager for Graybar Electric Co. in Minneapolis was how to introduce the new Hotpoint Hi-Vi television line to some 4000 dealers in the upper Midwest.

Instead of bringing the dealers to meetings in various centralized locations, Lloyd went to them via a "semi-closed, semi-open" circuit on a nine-station television network. He did this by bringing the new line into the dealer's own homes through the opening of stations not ordinarily operating at 7 a.m. for a special telecast.

Not only did Graybar accomplish its main purpose of introducing the new line, but it also swept in the "blue chip" extras of hitting a consumer audience, opening the door for Graybar salesmen and having the brand name sprawled across the area.

A series of three mailers heralded the approach of the "Sleek, Slender Profile," Hotpoint's theme for the 1958 line. The last of the three was a complete price list and order blank, more or less a scorecard for the telecast, since no prices were given on the program.

Pre-show notification was bolstered by an ad in the TV sections of more than 50 daily newspapers in key cities. Billing the show as a "private preview for dealers", these ads also aroused consumer interest.

The show itself was broken into approximately four equal sections—

the opening for Hotpoint's four new portables, the second for four table models, the third for three consoles, and the fourth for two more consoles and a lowboy.

Lloyd opened the show with a short welcome to the dealers and Mel Jass, leading Twin Cities master of ceremonies, began a series of "pitches" for each of the sets.

John Clark, Hotpoint's television advertising and merchandising man-

ager, told of the national advertising backing up sales promotion for the dealers. Hal Murphy, Hotpoint district manager, discussed public acceptance of the line during the past year, prices and design features.

Matt Kane of Graybar and Ray Palmer, representing Hotpoint's main offices, pointed out service-reduction features and discussed advantages of automation and printed circuit boards.

Distributors Named

Ben-Hur Mfg. Co.—Frank Gerry & Co., Ltd., London, Ont.; Philips Distributing, Stockton, Calif.; North Valley Distributors, Chico, Calif.; Whitehouse Appliance, Eureka, Calif.; Fraker Heating & Equip. Co., Knoxville, Tenn.; Erich Loeb, New York, N. Y.

Carrier Corp.—Valley Sheet Metal Co., Phoenix, Ariz.

DuMont—Orgill Bros. Hardware Co., Inc., Jackson, Miss.

Gibson Refrigerator Div., Hupp Corp.—Megowen & Co., Detroit, Mich.

Norge Div., Borg-Warner Corp.—Home Appliance Distributors, Little Rock, Ark.; Leo Maxwell Co., Inc., Oklahoma City, Okla.

Philco Corp.—Graybar Electric Co., Detroit, Mich.

Stewart Industries, Inc.—Trade-Way Sales, Toronto, Ont.

The Motorola Pitch



BOB FELLER PROMOTION fills this showroom display of Motorola Chicago Co. The factory branch distributor used it to sell the promotion to its dealers. Some 500 retailers and their sales personnel were exposed to the promotion at a recent baseball open house at the distributor's showroom.

NEW FACES IN NEW POSITIONS



JAMES J. McLAUGHLIN

Dormeyer Corp.—James J. McLaughlin has been named vice-president in charge of marketing. Previous to this appointment McLaughlin was director of merchandising.

Admiral Corp.—William F. Prentice has been named regional manager in the area encompassing Davenport and Des Moines, Ia., Omaha and Peoria.



MAURICE LIPSICH

Maurice Lipsich is the new vice president for sales. Lipsich had most recently been in charge of the corporation's sales office in Chicago, Illinois.

Packard-Bell Electronics Corp.—Jack C. Houseman has been named assistant sales manager for the home products division of the corporation.



JAMES G. KOONTZ

Easy Laundry Appliances Div., Murray Corp. of America—James G. Koontz has been promoted to the position of general sales manager. Richard H. Kelly replaces Koontz in the post of national field sales manager. Divisional sales manager appointments include the following D. A. Sjolseth, western division; J. M. Hudson, southern division and E. W. Hubert, central division.



BERTRAM F. GIVEN

Waste King Corp.—Bertram F. Given has been elected president. Given had most recently served as executive vice president and succeeds his father Samuel Given in the new post.

Frigidaire Div., General Motors Corp.—William H. Anderson has been appointed assistant general sales manager in charge of the southern region.

Norge Div., Borg-Warner Corp.—James E. Doughty has been named assistant to the national manager of home laundry equipment sales. A regional appointee is R. K. Burbridge named district manager in southern California and Arizona.

Whirlpool Corp.—Julian E. Shelton has been named district sales manager for Chicago, Milwaukee, Minneapolis, Benton Harbor, Mich., and Sioux Falls, S. D.

Zenith Radio Corp.—Peter S. Taranto has joined the company as southwest representative.

Magnavox Co.—Sidney Brandt has been appointed regional sales manager for eastern Pennsylvania and Maryland.



ROBERT M. FICHTER

Westinghouse Electric Corp.—Robert M. Fichter has been named television sales manager for the television-radio division. Fichter is the former advertising manager for the division.



AL B. PUPETER

Hamilton Mfg. Co.—Al B. Pupeter has been appointed to the post of advertising manager. Pupeter had most recently held the position of assistant advertising manager of the company.



F. J. KAUTZMANN, JR.

Youngstown Kitchens Div., American-Standard—Frank W. Kautzmann, Jr., has been appointed advertising and sales promotion manager. Kautzmann was formerly with G.E.'s Textolite division.

LETTERS TO THE EDITOR

To the Editor:

Congratulations for your article "Brazil's Galloping Appliance Market" which is indeed very demonstrative of our situation.

We have, nevertheless, a minor correction to make. Our Company alone has sold an average of over 120 Bendix-Economat Automatic Washers per month for the last 3

years, reaching last December the figure of 240 units.

The estimated production of Bendix today is around 1500 units per month.

We are attaching a night view of one of our stores in Sao Paulo.

Roberto Ferreira da Rosa, Director
Sociedade Tecnica E Comercial
Serva Ribeiro S/A
Rua Visconde Do Rio Branco, 620
Sao Paulo, Brasil

Editor's Comment—In May EM estimated Brazil's Bendix output at 1,000 washers a year. We are delighted to find that we are so far wrong.

To The Editor:

In the July *Electrical Merchandising*, page 95, you show a "Super Heterodyne-Semi Portable Radio" and state, "still required was an electrical outlet."

For your information this model was strictly a battery operated set with batteries in both end panels. Battery eliminators or even the "104" speaker were not available for several years afterwards. As I recollect it, this model appeared about 1925.

Richard G. Devaney
TV & Radio Service
631 S. 60th Street
Philadelphia 43, Pa.



INDEX TO ADVERTISERS

The Year 'Round Market Place

AUGUST, 1957

| | | | |
|---|---|--|---|
| Admiral Corp. 39-44 | General Electric Co. Appliance and Television Receiver Dept. 128 | McGraw-Edison Co., Clark Div. 117 | Studebaker-Packard Corp. 52 |
| Aetna Life Insurance Co., The. . 11 | Automatic Blanket & Fan Dept. 54, 55 | McGraw-Edison Co., Toastermaster Div. 4 | Sylvania Electric Products, Inc. Television & Receiver Div. 50, 51 |
| Arvin Industries Inc., Electronics & Appliances Div. 58, 59 | Major Appliance Dept. 84, 85, 89 | Minneapolis-Honeywell Regulator Co. 131 | Trade-Wind Motor Fans Inc. . . 106 |
| | Motors Div. 46, 47, 153 | Modern Water Treatment Div. Geo. Getz Corp. 149 | |
| | Portable Appliance Dept. 158, 178, 179 | Motorola, Inc. 126, 127 | |
| | Telechron Clock and Timer Dept. 164, 165 | Mustee & Sons, Inc., E. L. 34 | |
| Borg-Erickson Corp., The. 98 | Vacuum Cleaner Dept., Houseware & Radio Receiver Dept. 122, 123 | | V-M Corp. 160, 161 |
| | General Slicing Machine Co., Inc. 144 | | |
| Chicago Tribune 142, 143 | | New York Daily News. 145 | |
| Commercial Credit Corp. 60 | | Northern Electric Co. 23 | |
| Cribben & Sexton Co. 108 | | | Waste King Corp. 27 |
| | Hamilton Beach Div. Scovill Mfg. Co. 118, 119 | | Webb Manufacturing Co. 177 |
| | Hamilton Mfg. Co. 3rd Cover | | Webcor, Inc. 133-136 |
| | Hobart Mfg. Co., KitchenAid Div. 155 | Perfection Industries Div., Hupp Corp. 113-116 | Westclox Products Div. General Time Corp. 30 |
| Dexter Div., Philco Corp. 98 | Hoover Co., The. 7 | Philco Corp. 14, 15 | West Bend Aluminum Co. 8 |
| Dole Valve Co., The. 49 | Hotpoint Co. 8, 157 | Plume & Atwood Mfg. Co., The 26 | Westinghouse Electric Corp. Appliance Div. 2, 3 |
| Dominion Electric Corp. 93-96 | | Premier Co., The. 182 | Whirlpool Corp. 24, 25 28, 29, 32, 33, 35, 36, 37 |
| Dormeyer Corp. 53 | | | |
| Dry-R-X Co. 166 | | | |
| Dumont Laboratories, Inc., Allen B. Television & Receiver Div. 109 | Ingraham Co., The. 45 | Quaker Mfg. Co. Heating Div. Florence Stove Co. 13 | Youngstown Kitchens Div. American Standard 125 |
| DuPont de Nemours & Co. (Inc.), E. I., Finishes Div. 48 | International Covers For Air Conditioners Corp. 182 | | |
| | | RCA Victor Div. 167, 172, 173 | |
| | | Reader's Digest 162 | |
| | | Roll-Or-Kari Co. 189 | Zenith Radio Corp. 141 |
| | | | |
| Electrical Merchandising . . 146, 147 | Kam-Kap Inc. 38 | | |
| Electric Steam Radiator Corp. 110, 111 | Kelvinator Div. American Motors Corp. 4th Cover | | |
| Evening and Sunday Bulletin, The 154 | Knapp Monarch Co. 120 | | |
| Evis Mfg. Co. 107 | | | |
| | Landers Frary & Clark. . . 90, 91 | | |
| | Live Better Electrically. . . 99-102 | | |
| | | | |
| Flexible Tubing Corp. 92 | | | |
| Frigidaire Div. General Motors Corp. . . 104, 105 | Majestic Co. Inc., The. 124 | Safe Electrical Cord Committee, The 186 | CLASSIFIED ADVERTISING F. J. Eberle, Business Mgr. |
| | Mallory & Co., Inc., P. R. 112 | Schick, Inc. . . 138, 139, 150, 151 | EMPLOYMENT OPPORTUNI- TIES 189 |
| | | Self-Lifting Piano Truck Co. . . 189 | BUSINESS OPPORTUNITIES. . . 189 |
| | | Skinner Co., M. B. 177 | MERCHANDISE FOR SALE. . . 189 |
| | | Speed Queen Div. McGraw- Edison Co. 2nd Cover | |
| | | Spencer Thermostat Div. Metals & Controls. 88 | |

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Every care is taken to make it accurate,
but ELECTRICAL MERCHANDISING
assumes no responsibility for errors or
omissions.

1957 ESTIMATED INDUSTRY SHIPMENTS—FIRST FIVE MONTHS

| | | Jan. | Feb. | Mar. | Apr. | May | 5 Mos. |
|---|----------|---------|---------|-----------|---------|---------|-----------|
| Dishwashers..... | 1957 | 37,200 | 36,700 | 33,100 | 26,000 | 24,800 | 157,800 |
| | 1956 | 36,200 | 36,400 | 41,500 | 38,000 | 42,100 | 194,200 |
| | % change | +2.8 | +.8 | -20.2 | -31.6 | -41.1 | -18.7 |
| Dryers, Electric..... | 1957 | 107,955 | 77,082 | 56,161 | 27,767 | 20,715 | 289,680 |
| | 1956 | 123,779 | 106,015 | 83,552 | 49,786 | 40,316 | 403,448 |
| | % change | -12.8 | -27.3 | -32.8 | -44.2 | -48.6 | -28.2 |
|Gas..... | 1957 | 36,666 | 37,435 | 27,507 | 15,083 | 10,857 | 127,548 |
| | 1956 | 42,464 | 42,507 | 29,479 | 15,137 | 15,014 | 144,601 |
| | % change | -13.7 | -11.9 | -6.7 | -.4 | -27.7 | -11.8 |
| Food Waste Disposers..... | 1957 | 49,800 | 43,600 | 43,800 | 38,400 | 35,900 | 211,500 |
| | 1956 | 63,900 | 47,400 | 52,900 | 56,100 | 56,400 | 276,700 |
| | % change | -22.1 | -8.0 | -17.2 | -31.6 | -36.3 | -23.6 |
| Freezers..... | 1957 | 68,400 | 73,400 | 81,400 | 70,900 | 82,300 | 376,400 |
| | 1956 | 77,800 | 83,700 | 85,300 | 95,300 | 83,000 | 425,100 |
| | % change | -12.1 | -12.3 | -4.6 | -25.6 | -.8 | -11.5 |
| Ironers..... | 1957 | 4,392 | 3,784 | 3,308 | 3,249 | 2,865 | 17,598 |
| | 1956 | 4,963 | 4,516 | 4,809 | 4,753 | 4,222 | 23,263 |
| | % change | -11.5 | -16.2 | -31.2 | -31.6 | -32.1 | -24.4 |
| Television Production..... | 1957 | 450,190 | 464,697 | 559,842 | 361,246 | 342,386 | 2,178,361 |
| | 1956 | 588,347 | 576,282 | 680,003 | 549,632 | 467,913 | 2,862,177 |
| | % change | -23.5 | -19.4 | -17.7 | -34.3 | -26.8 | -23.9 |
| Radio Production (Home, Portable & Clock)..... | 1957 | 563,905 | 741,906 | 1,011,541 | 735,361 | 627,620 | 3,680,333 |
| | 1956 | 558,976 | 655,895 | 881,841 | 693,729 | 777,554 | 3,567,995 |
| | % change | +.9 | +7.5 | +14.7 | +6.0 | -19.3 | +3.1 |
| Ranges, Standard..... | 1957 | 116,600 | 87,600 | 95,200 | 72,000 | 63,200 | 434,600 |
| | 1956 | 119,500 | 132,900 | 127,500 | 124,300 | 93,300 | 597,500 |
| | % change | -2.4 | -34.1 | -25.3 | -42.1 | -32.3 | -27.3 |
| Ranges, Built-In..... | 1957 | 27,900 | 40,100 | 44,200 | 35,200 | 30,400 | 177,800 |
| | 1956 | 24,100 | 28,500 | 35,600 | 33,200 | 35,100 | 156,500 |
| | % change | +15.8 | +40.7 | +24.2 | +6.0 | -13.4 | +13.6 |
| Refrigerators..... | 1957 | 305,400 | 298,700 | 309,300 | 281,600 | 303,700 | 1,498,700 |
| | 1956 | 308,900 | 316,000 | 403,500 | 353,300 | 346,800 | 1,728,500 |
| | % change | -1.1 | -5.5 | -23.3 | -20.3 | -12.4 | -13.3 |
| Vacuum Cleaners..... | 1957 | 276,738 | 300,887 | 312,746 | 281,627 | 231,246 | 1,403,244 |
| | 1956 | 302,203 | 286,386 | 395,686 | 352,873 | 326,008 | 1,663,156 |
| | % change | -8.4 | +5.1 | -21.0 | -20.2 | -29.1 | -15.6 |
| Washer-Dryer Combinations..... | 1957 | 18,538 | 20,354 | 21,527 | 12,611 | 9,443 | 82,473 |
| | 1956 | 261,295 | 243,047 | 211,356 | 169,573 | 184,858 | 1,070,129 |
| | % change | -11.4 | -18.7 | -28.5 | -27.8 | -16.4 | -20.5 |
| Washers, Automatic & Semi..... | 1957 | 261,295 | 243,047 | 211,356 | 169,573 | 184,858 | 1,070,129 |
| | 1956 | 295,064 | 299,114 | 295,451 | 234,876 | 220,994 | 1,345,499 |
| | % change | -11.4 | -18.7 | -28.5 | -27.8 | -16.4 | -20.5 |
| Washers, Wringer & Spinner..... | 1957 | 70,019 | 76,533 | 74,849 | 61,102 | 69,337 | 351,840 |
| | 1956 | 98,653 | 106,517 | 110,293 | 89,362 | 94,255 | 499,080 |
| | % change | -29.0 | -28.2 | -32.1 | -31.6 | -26.4 | -29.5 |
| Water Heaters, Storage..... | 1957 | 56,300 | 62,600 | 66,200 | 65,600 | 71,500 | 322,200 |
| | 1956 | 72,300 | 79,400 | 79,900 | 80,500 | 79,500 | 391,600 |
| | % change | -22.1 | -21.2 | -17.1 | -18.5 | -10.1 | -17.7 |

Sources: National Electrical Manufacturers Assn., American Home Laundry Manufacturers Assn., Vacuum Cleaner Manufacturers Assn., and Radio-Electronic Television Manufacturers Assn.

MERCHANDISING

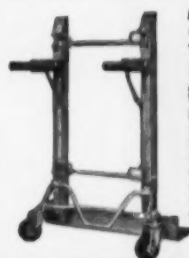
Supplement Products Services
For More Sales - More Profits

HAND TRUCKS

For safe and easy handling of Ranges, Refrigerators, Freezers, Washers, Air Conditioners, Pianos, Television sets, Venders, etc. Experience in manufacturing equipment for heavy case moving since 1901.

SELF-LIFTING PIANO TRUCK CO.

425 N. Main St. Findlay, Ohio



Handle refrigerators, ranges & freezers the quick and easy way...

ROLL-OR-KARI DUAL TRUCKS

Pat'd Step-On-Lift. Retractable wheels. Cap. 800 lbs. Ship. wt. 48 lbs. DELUXE Model equipped with swivel wheels at one end. REGULAR Model with fixed wheels.

Write Dept. 8 for folder.

ROLL-OR-KARI CO.
Manufacturers ZUMBROTA, MINNESOTA

SEARCHLIGHT SECTION

(Classified Advertising)

EMPLOYMENT + BUSINESS
EQUIPMENT — USED OR RESALE
OPPORTUNITIES

RATES

DISPLAYED—Individual space with border rules for prominent display of advertisements. The advertising rate is \$14.85 per inch for all advertising of Equipment & Business Opportunities appearing on other than a contract basis.

EMPLOYMENT OPPORTUNITIES \$20.75 per inch subject to agency commission.

AN ADVERTISING INCH is measured 1/8" vertically on a column—4 columns—48 inches.

UNDISPLAYED—\$2.10 a line, minimum 3 lines. To figure advance payment, count 5 average words as a line.

DISCOUNT of 10% if full payment is made in advance for 4 consecutive insertions.

POSITION WANTED undisplayed advertising rate is one-half of above rate, payable in advance.

BOX NUMBERS—Count as 1 line. September Issue Closes August 14th.

NEW • FREE • NEW VACUUM CLEANER 1957 CATALOG

Easy
To
Read

CLEANERS AND PARTS
Eder Vacuum Cleaner Co.
13343 Livernois Dept 25K
Detroit 38, Mich.

REPLIES (Box No.): Address to office nearest you
c/o This publication Classified Adv. Div.
NEW YORK: P. O. Box 12 (26)
CHICAGO: 520 N. Michigan Ave. (11)
SAN FRANCISCO: 68 Post St. (4)

POSITIONS VACANT

Wanted—Service man—household appliances, good pay & working conditions. Write Electric Appliance Service, 3634 So. Dixie W. P. Beach, Florida.

Salesman wanted to sell washing machine parts and accessories for national distributor. Travel 13 states. Experience in home laundry field helpful. Write giving previous experience, age, family status, photograph. All replies confidential. P-5551. Electrical Merchandising.

BUSINESS OPPORTUNITY

Electrical Contracting Business—Loc thriving industrial town, Northern So. Ca. covers 3 counties—radius 100 mi. Estab. 1953. Rent \$25. Receipts \$50,000. Opp'ty. (Brokers protected). Rendlog Sales Company, 1780 Biway, N.Y.C. P17-5345.

The Great Shakeout—1950-1957



LAURENCE WRAY

Editor

IN a fast-moving business such as the appliance-radio-television industry, it is imperative that, on occasion, we catch our breath, pause in our headlong flight, and try to assess where we have been and where we are going. We all know that the post-war years of 1946-1949 were largely devoted to satisfying pent-up demand for our products. We also know that the year 1950 called forth an even greater demand because of the pre-Korean war buying scare. But events since then have transpired so quickly, and with such revolutionary impact, that we may have lost sight of their effect on the day-to-day conduct of our affairs. Here then are the most significant trends our industry has undergone in less than a decade:

(1) **Virtual abandonment of the one-price system** on which our business was historically based. Marketers, not manufacturers, now call the turn.

(2) **The enormous expansion of our productive facilities**, which has enabled them, at least for the moment, to outstrip the ability of our customers to absorb.

(3) **The meteoric rise of a relatively new merchandising medium—the discount house**, with low operating costs, high turnover, pre-paid installation and delivery charges, inadequate consumer installment credit facilities, and inadequate service. Yet the quality and acceptance of our goods, plus the relative inexperience of millions of a new generation of our customers gives the discounter a price advantage that is hard to beat.

(4) **The distribution of our products through an even greater variety of outlets**—the discount houses (already mentioned); the chain stores (Sears, Montgomery-Ward, Firestone, Western Auto Supply, Goodyear, Gamble-Skogmo, PX's, etc.); the contract-builders with one-million or more new homes built annually in the past ten years; the giant chain retailers in metropolitan markets with financial ability to buy direct, command big advertising allowances on a co-op basis, warehouse and even finance their own consumer paper; and the intrusion of food super-markets, non-food chains such as J. J. Newberry, W. T. Grant, Woolworth, etc. into the electric housewares field; the drug and jewelry and hardware boys ditto (although with a longer record) and the lumber supply houses.

(5) **The contraction, through both merger and withdrawal of many independent manufacturers in the industry.** The trend towards the full-line has been vastly accentuated—at the manufacturer level, the distributor level and, ultimately perhaps, at the dealer level. But there are still strong independent manufacturers of one or more lines who command a leading position in the industry—through name, through quality, through reputation, through service and through a dedicated bunch of aggressive distributors and dealers.

(6) **The emergence of a whole series of new products** since World War II—automatic washers, dryers and combinations; dishwashers and garbage disposers; freezers and combination refrigerator-freezers; console, portable and color television; clock, portable and personal (transistor) radios; room and central air conditioning; humidifiers and dehumidifiers; canister and tank vacuum cleaners; electric heating, water conditioning and quick-recovery water heaters. Also, a host of new electric housewares—shavers, blenders, skillets, broilers, blankets, portable mixers, steam-and-dry irons, knife-sharpener, coffee-grinders, automatic percolators—the list is endless. We have moved into built-in appliances, colored appliances and complete kitchens. We have taken

on side-lines such as power lawn mowers, power tools and even outboard motors, cameras and typewriters.

(7) **The rise of the factory distributing branch**, in the case of full-line manufacturers, as against the independent distributor. But the relatively strong position of many independent manufacturers will insure the independent distributor of a business future.

(8) **The trend towards centralized service** on the part of some major manufacturers—a trend sharpened by dealers faced with a problem of cutting operating costs to meet price competition.

(9) **The rise in saturation of many devices**—refrigeration, washers, cleaners, TV sets, irons, clocks, radios, etc., and the corollary assumption that multiple sales of some of our products creates new markets. Saturation also gives rise to a trade-in problem of major proportions as the auto industry not only acknowledges, but takes in its stride.

(10) **The vast expansion of population**, family formations, employment, personal disposable income, new home building, savings, discretionary spending power and instalment credit—all combining to create giant new markets.

(11) **The flight from the cities** to suburbia, exurbia and even interurbia (see EM, July '57, p. 71) and the subsequent burgeoning of the shopping center and the highway as opposed to downtown locations.

(12) **The emergence of the "transshipper"**, the "associate distributor" and the dealer buying groups—all marking the trend towards volume concentration.

(13) **The shift in emphasis** from dealer specialty selling to mass pre-selling of the consumer through television, radio, newspapers and magazines. In a word, brand-name merchandising.

(14) **The first really cohesive industry movement** to sell its products and services against competing industries, embodied in the "Live Better Electrically" program; the "Housepower" campaign to meet the wiring bottleneck; and the coordinated NEMA-EEI promotions.

(15) **And finally, but sadly, the phenomenon of shrinking margins**, rising costs of doing business, minuscule profits for even the best operators, and loss and failure for many important segments of the industry. NARDA dealers alone, since 1950, have seen their profit ratio drop from 6.3 percent to 1.2 percent in 1956—and 28 percent of them reported losses. Many well-known manufacturers have been forced to fold or merge and many independent distributors have been pulled down with them. Nor have dealers been less vulnerable during the great shakeout of the 50's—thousands have called it a day.

But . . .

The shakeout now appears to be nearing an end.

There still exists a hard core of strong, independent dealers with a power to move merchandise far out of proportion to their numbers.

These are the dealers who have met the new developments and circumstances within the industry with imagination, resourcefulness and the ability to adapt to change. They have cut out waste; they have honed their selling techniques; they have become better merchandisers.

And right there is the point: if you are going to succeed in this business, you have to be willing to change.



Professional malcontents. The Irish Tenor in the foreground is Charlie O'Neil, Hamilton's v.p. for research and development. Behind him is Paul Paulsen, and behind *him* are some other R & D people—all of whom are afflicted by the same malady. These people are never satisfied. Well, now—anyone who *knows* clothes dryers will tell you that Hamilton makes a good one (*masterful understatement*). Not the most complex, not the cheapest—but a fine machine for drying clothes. So, does it really pay to keep on improving it? Sure it does. Ask any Hamilton Distributor or Dealer—they know!

Hamilton

STRONGEST EXCLUSIVE LAUNDRY LINE GOING!

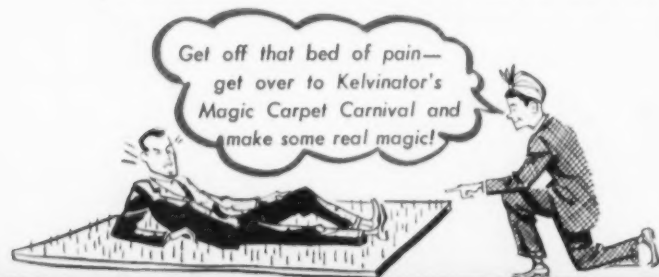
AUTOMATIC WASHERS • AUTOMATIC CLOTHES DRYERS • HAMILTON MANUFACTURING COMPANY • TWO RIVERS, WISCONSIN

KELVINATOR'S Magic Carpet Carnival

**LETS YOU
TOP THEM
ALL!**



Yes, the Magic Carpet Carnival is coming your way to get you off to a flying start with a 1958 laundry line that is sheer retail magic. It's going to take you up, up, up to where your profit opportunities are high, wide, and handsome. Ask your local Kelvinator zone or distributor how you too can get aboard the Magic Carpet.



Only the Magic Carpet Carnival Gives You . . .

**THE ONE NEW 1958
LAUNDRY LINE THAT
HAS EVERY IMPORTANT
1958 SELLING FEATURE
WORKING FOR YOU**

DON'T MISS THE MAGIC CARPET CARNIVAL!

Kelvinator MEANS BUSINESS

GOOD BUSINESS FOR YOU!



American Motors Means
More for Americans



Live Better
Electrically